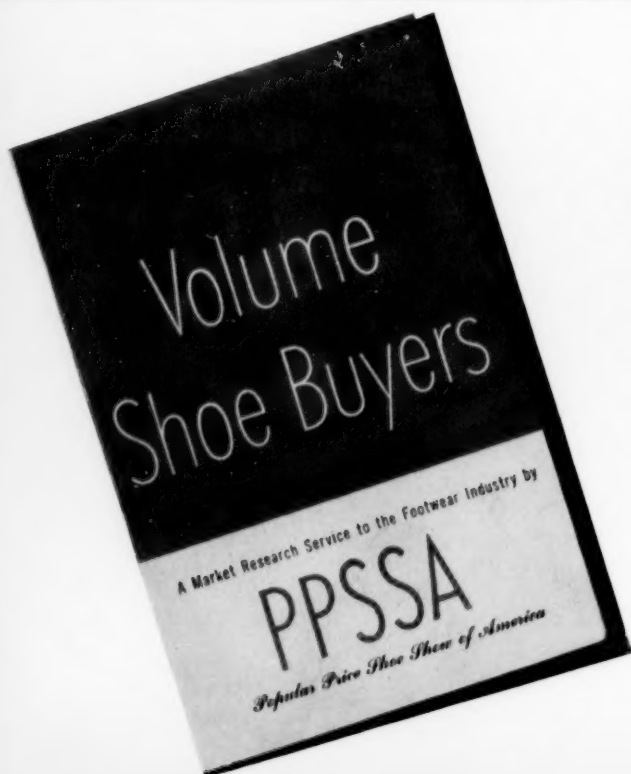


NOVEMBER 20, 1954

# LEATHER AND SHOES

*The Magazine for Executives*



**“Radical” Styling Poses Challenge  
And Opportunity For Shoe Buyers**

*Five Fashion Reports:*

**Men's Footwear**

**Juvenile Footwear**

**Women's Dress Shoes**

**Women's Casuals and Flats**

**Women's Sports and Welts**

**THE FUTURE OF SHOESCOPE (pp. 12, 14 and 44)**



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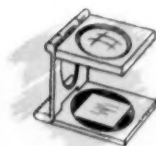
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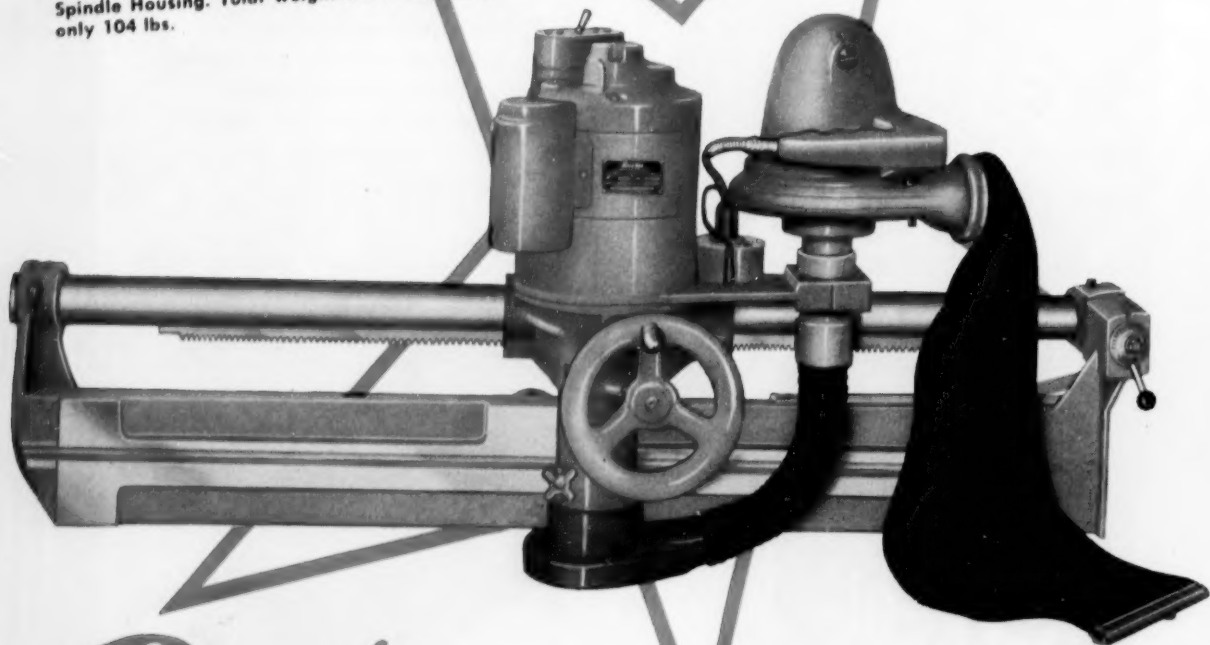
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DIVISION OF BATA SHOE COMPANY  
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COMPANY . . . . . POSITION . . . . .



# LISTEN TO THIS!

**Spit 'n' polish.** The Lackland Air Force Base at San Antonio, Texas, may make the dream of every GI come true. The Base is running a promotion stunt for its recreation fund. The airman making the largest money contribution will have the pleasure of having his shoes shined by his officer-instructors. He'll also be permitted to toss cream pies in their faces.

**Hard-to-fit feet.** Recently the Brown Shoe Company's announcement of its new shoe plant at Booneville, Miss., was publicized in various newspapers. A portion of the announcement read that "the facility will have about 50,000 square feet." The wry "New Yorker" magazine commented with tongue in cheek: "That is a damned awkward beginning!"

**Norway's progress.** Norway's shoe industry research institute is now taking a new series of foot measurements among the population to produce better-fitting lasts and shoes. A number of manufacturers are reported making a new type of "functional" footwear based on work done at an American university (University of

Rochester, via the 20 years of research on gait and footwear under Dr. Plato Schwartz and Arthur Heath).

**Not in Kentucky.** A stranger from a car bearing a Mexican license plate walked into the sheriff's office at Elton, Ky., carrying his shoes in hand. He offered the shoes to the startled officers, said he'd been told that strangers or travelers crossing the state line into Kentucky had to remove their shoes and turn them in at the nearest sheriff's office. The officers told him there was no such law, despite all the hillbilly jokes about shoes.

**Made to order.** Stern Brothers, New York department store, recently ran a promotion with Pandora Shoes. Customers were permitted to select their own colors and materials, even pass on their own design ideas. Some 175 designs and 80 colors were available. The promotion was considered a real success.

**First Brand.** The first branded shoe was introduced by John Hanan in 1886. Today, all except about seven percent are branded, with 83 percent

bearing the name of the manufacturer, wholesaler or chain, and 10 percent having the label of the department store or independent retailer.

**French hides.** With the new hide export quotas just set by France, the U. S. will receive 200 tons of horse-hides.

**Irish hides.** Eire, on November 1, authorized the decontrol and export of hides, calf and veal skins (including kips). Controls had been maintained previously to enable tanners to meet the heavy debt to banks incurred in 1952. The debt has been repaid, and rawstock supplies are now adequate, enabling exports to be resumed.

**Foot facts.** South Africa's foot-measurement project required 150,000 measurements on the feet of 10,000 girls. Some of the findings: girls' feet grow slightly faster than boys' up to age 12½. After that, boys' feet continue to grow, while girls' feet grow very little more. Also, the foot shapes of boys and girls differ very little up to age 12½, and hence lasts may be pretty much the same. Boys, however, have a wider range of sizes.

## LEATHER AND SHOES

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## The Important Question Is: What's A "Normal" Inventory?

There's Some Confusion About The Status Of Retail Inventories Today—There's Need For Careful Appraisal

One of the bewildering paradoxes of shoe business today is the status of retail shoe inventories. According to the figures and estimates of the government, industry economists and shoe manufacturers, most retail inventories are low and in need of refueling.

Yet, the buying to date, while showing real signs of reviving, hasn't been up to expectations. Many manufacturers, expressing restlessness, are asking, "What's holding up the parade?"

Perhaps the major reason is an answer being voiced by a lot of retailers: Our inventories are normal. Now, when a retailer believes and states that his inventory is normal, that fact becomes an almost impregnable wall for the manufacturer to crash. The most enticing dish has little chance of whetting the appetite of a man with a full stomach.

Now, to us, this whole situation hinges upon a deceptively simple little question: What is a "normal" inventory?

When a store is loaded with shoes, does that mean an excessive inventory? When there are holes in the shelves, does that suggest a sub-normal inventory? When the stocks are neither heavy nor light, is that the sign of a "normal" inventory?

The answers to these questions may almost be spotted in advance. But let's cite them quickly.

For example, a store that has done a poor selective job in buying, or in merchandising, or in sizing up, may end up a season with a lot of shoes on its shelves . . . but much of it in broken, hard-to-sell lots. To the owner of that store that inventory is above normal. With a heavy investment tied up in that stock, the thought of adding more stock chills him.

Another type of operation functions with a highly selective stock,

smartly chosen for fast turnover of styles and with a minimum of hang-over on broken-size lots. This store may deal in "items"—the frequent buying of a hot item that sells fast, leaves holes—but *profitable* holes—in its shelves. A quick look at the shelves may indicate sub-normal stocks. But it isn't necessarily true. Most of what's there is a clean, salable stock, quite adequate for needs.

Lastly, the stocks that *look* normal obviously aren't necessarily normal. In short, quantity is no measure of "normal."

This leads us to a very interesting, though not necessarily new, viewpoint about retail inventories. Frequently the state of retail inventories is a state of mind. Many retailers measure the "normalcy" of their inventories in terms of quantity. And it's right here where most of the confusion—and often sorrow—about inventories arises.

There are many stores today where inventories in terms of quantity are adequate, but in terms of quality and workability are inadequate. From the manufacturer's viewpoint, or the viewpoint of the impartial economist, that store needs shoes to do an effective selling job. After all, a store can't do a justifiable fitting and selling job with a heavy stock of broken sizes; nor an effective merchandising job with a miscellany of broken style lots of a mixture of colors, patterns and heel heights.

But the store owner has his own book of economics, written in words more grim and tragic. With his capital tied up in a heavy stock of hard-to-fit, hard-to-sell shoes, his book says he's loaded. There's neither room nor warm reception to a new lot of shoes, even though he faces a new season and a real need for fresh stocks.

One of two things usually happens.

He tries to struggle through the new season, buying only a minimum of new shoes until he cleans out some of the junk. Or, he cleans house, taking a severe loss. In the first instance he is forced to buy new stock in small amounts. In the second instance he also buys in relatively small amounts—still feeling the burn of his earlier errors, and also having less cash to re-stock.

This story is as old as shoe business itself. Yet, because it continues to occur with such frequency today, the story continues to be as new as tomorrow.

The retailer himself is the basic answer to inventories. But much of the responsibility rests with the manufacturer. It is often difficult for the seller to say "enough" so long as the uncertain buyer shows signs of absorbing more.

Some manufacturers and their salesmen have definite policies on this. And it's quite likely that the inventories of their retailers are usually in better condition. When the majority of manufacturers and their salesmen follow the same policy, much of the repeated pains of sick inventories will be alleviated.

There's a real educational job to be done regarding inventories; and also, a sort of mutual assistance pact between retailer and manufacturer. It is a frustrating experience for a retailer to have substantial stocks, and yet to know that it isn't a sales-healthy stock. He knows that he needs shoes (sizes and styles)—yet he's already got a lot of shoes that represent a heavy investment. This same frustration infects the manufacturer. That's what we mean about a mutual aid pact, designed to reduce such frustrations.

When "official" figures take a measure of retail inventories it's only from a standpoint of quantity. This is unfortunate because it conceals the real appraisals in terms of quality of inventories. Full stocks aren't synonymous with salable stocks. "Normal" is at best only a relative term.

Many retailers, too, tend to take the same view, with inventories appraised by quantity more than by quality. Nor can they be blamed. However, the important thing is that the idea is conveyed that inventories are "full" when actually there is real need for inventory refueling. Such is the status today.

Reprints of the editorial at nominal cost: Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.



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As previously announced in many news columns, the plant and facilities of the Natural Products Refining Company of New Jersey have been acquired by Columbia-Southern. The production of various chrome chemicals is being continued and shipments are being made from the plant at Jersey City, New Jersey.

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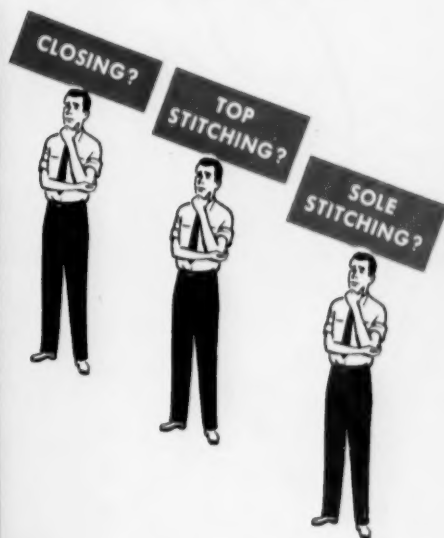
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QUESTION  
MARKS?**

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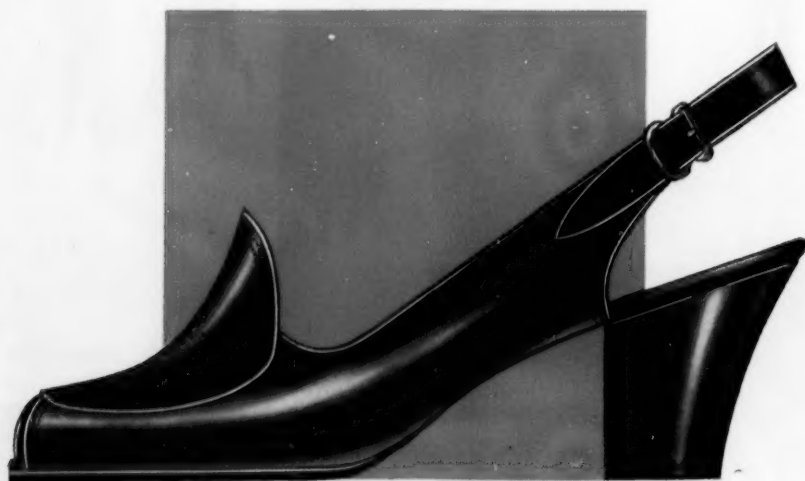
LEATHER and SHOES

November 20, 1954

11

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# *Carr* SMOOTH



SMOOTH is the word for this advance Spring shoe creation for milady, which embodies beauty of color in all the artistry of CARR CALF craftsmanship.

Outstanding designers prefer CARR-SMOOTH calf for its smooth grain, rich uniform color, and semi-aniline finish. The distinctive character, which only a specialist can obtain in a proven leather, makes CARR-SMOOTH in all seasonal colors, a standout in the world of shoe fashions.

## CARR LEATHER COMPANY

TANNERY, PEABODY, MASS.

BOSTON, MASS., OFFICE, 183 ESSEX ST.

# shoescope

*the Advance Guide to Footwear Fashion*

## COLOR

Don't get idea that current enormous splash of color in footwear is simply a seasonal trend, here today and gone tomorrow. Of tremendous significance to shoe industry: color is here to stay, will grow spectacularly in seasons ahead. It's all part of the fast-growing "color revolution" affecting all industries and thousands of consumer items. Stupendously important that shoe industry recognize this . . . and to get ready for "new era" in footwear: in buying, selling, making, promotion, merchandising, styling, etc.

Just a handful of examples of "color revolution": telephones now available in 8 colors; typewriters now in variety of pastels; autos went from single colors to dual colors, now tri-colored; plumbing fixtures in colors; colored sheets; explosive color innovations in home decoration; and in apparel biggest color boom ever seen.

Why the color boom? The roots are deep, permanent, powerful. Principal reason: a vast new pattern in American living: the higher average incomes; the vast exodus to suburbia (30 million population); cleaner, brighter working environments; increased leisure time. These and many other basic factors creating mass public acceptance of and demand for color in virtually everything.

To shoe industry, this of titanic significance. In footwear, as proven with so many other items, color is vital in stimulating impulse sales, extra purchases. But shoe business should recognize this: basic colors will represent bread-and-butter sales. Addition of colored footwear comprises plus factor, extra-pairage sales over and above basics. In short, colors not to replace basics but to supplement them to build extra volume. That's the biggest thing shoe business must keep in mind in moving into this "color revolution."

## WOMEN'S FOOTWEAR

Bareback styles making impressive sales records in big city shoe salons and high-fashion departments. Retailers say barebacks selling as "extras" . . . have brought about notable







increase in dual or multiple sales. Top stores plan to double number of barebacks for coming season. Looking for variations in pattern design. Some want barebacks with high-riding, light-looking instep treatments. (1)

Demand for open styles continues to grow, according to first orders from manufacturers' new lines. Closed styles still get biggest demand, but margin of difference is narrowing. Sandalized types getting strongest play among open styles. (2)

#### MEN'S FOOTWEAR

Simplicity of line in men's shoe patterns is one of most significant style trends for coming season. Retailer reaction at recent shows indicates desire for streamlined, uncluttered look to emphasize distinct changes in styling of men's shoes. Feeling is: sharp difference can build "extra" sales. Retailer preference noted to date stresses this look in dress-casual styles. Reasons given: many customers will continue conservative buying habits in business shoes, but can be sold as "extra" shoes in dress-casual category if shoes look new and different.

Two styles illustrating this "look" in dress-casuals are shown in sketches 3 and 4. One a slip-on in black "cork" calf with topline in matching graining. The other a slip-on in charcoal grey glove leather with tapered overlay plug featuring look of hand-stitched detailing.

#### JUVENILE FOOTWEAR

Two-tone patterns getting good interest in early orders placed with makers of girls' and boys' footwear. White plus color is leading two-color combinations. Some retailers planning brother-sister promotions featuring same two-tone combinations. Shoes like girls' T-strap pattern in navy and white (5) and boys' two-eyelet blucher in navy and white (7) illustrate idea.

Floral decor on party shoes for little girls receiving enthusiastic retailer acceptance on early orders. Especially liked are multicolor floral bouquet treatments on vamps of pastel single-strap shell types. Some retailers planning to stock clip-on floral ornaments. (6)

Soft, lacy mesh attracting retail interest in infants' footwear. Designed for christening shoes, these little lacy shoes look particularly attractive when trimmed with pink, blue or pastel satin. (8)

*Kay Sleater*



*America's Fastest Growing Line of Side Leathers*



Shoes of **Arromoc**  
Have CHARACTER PLUS



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of Arromoc, from  
the line of the  
Ben Shapiro Shoe  
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**HOWES LEATHER COMPANY, Inc.**

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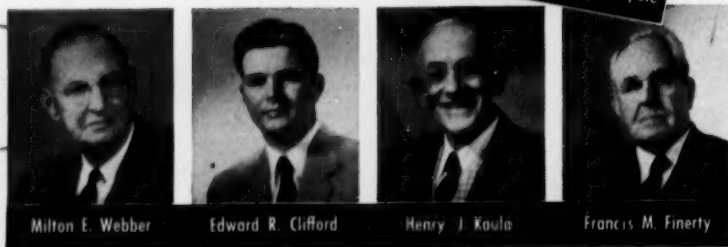
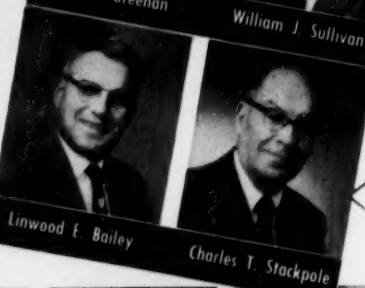
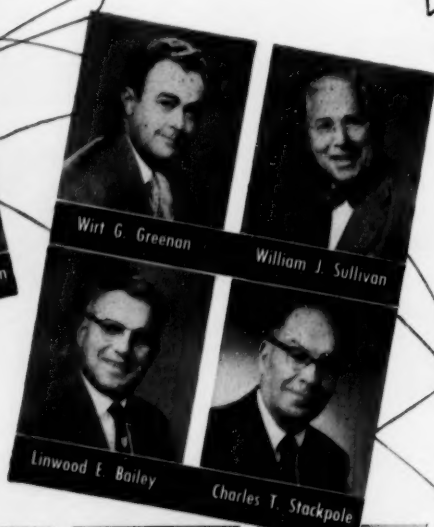
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# LEATHER AND SHOES



*The Magazine for Executives*

## **BREAKING THE BARRIER**

### **"Radical" Style Trends Dominate Popular Price Shoe Show**

**Industry Appears Set To Cash In On  
New Offerings For Spring and Summer 1955**

Shoe retailers over the nation, attending the Popular Price Shoe Show for Spring and Summer 1955 Nov. 28-Dec. 2, have a somewhat different problem on their hands. Unlike the usual PPSSA, where they must decide only how much and how quickly to build up their inventories and in what price lines, this time they face what should prove an unprecedented array of new styles and constructions that represent a truly "radical" departure from recent years. From this almost confusing array, they must select the styles that will bring them maximum sales volume by next Easter.

Because the show will offer so many new and significant shoe concepts, retailers will be afforded even more than the usual expert aid in laying their buying plans. Already, more than 6,000 have received copies of the latest PPSSA Spring Forecast. At New York, they will view the PPSSA Fashion Show, complete with a story theme, actors, music, live models and large screen color slides. And manufacturers and representatives will be on hand to guide them in selecting the more significant types of shoes for next year.

One reason for this growing emphasis upon style selection is the strong influence of more and more leisure upon life in the U.S. This has been coupled with new constructions and features inspired by European designers. Even men's footwear is finally breaking through the historic barrier of conservatism that has long limited men's per capita shoe purchases.

Women's shoe styles are closer to the term "radical" than they have been in decades. Wide open and backless silhouettes, sophisticated use of high colors, the European influence in dress and sportswear, the revolution in low-heeled footwear for casual wear, actually glamorous at-home footwear which can no longer be termed house slippers, different handling of trimmings and ornaments—all have been combined into an exciting departure from the recent past.

Manufacturers themselves are counting upon new shoe concepts to stimulate a good deal of business they might not ordinarily get at this year's show. Although retail sales and shoe production have picked up noticeably since summer, shoe buyers have continued to play a cautious game. Throughout this year, and par-

ticularly this summer and fall, abnormal weather conditions have retarded shoe sales. The economic climate itself has worked against free consumer spending.

However, the weather and economy are once again on a more normal course. Next year's advance signs are the most positive since early 1953. And retailers are again in an open-to-buy position.

One point of contention appears to have been cleared up—how fluid to keep inventories. Once again many retailers have been stung by lost sales because of over light inventories. These retailers have again learned the hard way that inventories can only be reduced so far, buying kept just so cautious, before customers begin to go elsewhere.

Result is most retailers, even the larger chains, mail order houses and independents, are swinging back to a build-up in inventories. Overall aim today is to come as close as possible to the ideal of maximum sales on moderate stocks.

Still other factors that influence retailers willingness to buy include a slowly-improving economy, somewhat less unemployment, the trend to "suburbia" known as suburban shopping centers, and a continuing high birth rate.

Based on all these, both retailers and manufacturers of popular priced footwear are looking forward in a reasonably optimistic frame of mind for spring and summer 1955. Although manufacturers do not expect to break all show sales records, they do expect to write up a good amount of business and come away with promise of more to come. And before the week is over, more than 7,000 retailers will have viewed their lines.

Prices are not expected to dominate this show as they have many previous ones. Most manufacturers report no changes, either up or down. Although operating costs have continued to climb during the year, labor costs are stabilized and leather



Betty Green  
PPSSA Fashion Director

prices are at their lowest in years. It is on these latter conditions that shoe manufacturers must lean in order to keep up profit ratios.

In his pre-show report, David Herrmann, president of the co-sponsoring National Association of Shoe Chain Stores, mentions another factor that may effect buying plans. This is the opportunity to merchandise women's shoes somewhat higher in style and price line than current popular priced grades.

"This would require the development of factory resources specializing in and concentrating on these grades exclusively," says Herrmann. "Such a development would not create a diversion of business from present grades but might well provide an opportunity for additional sales to women who are not anxious to spend \$15, and up, a pair, but who might welcome top style and quality merchandise offered in the \$9 to \$11 range.

"If this departure were to prove successful it would result in a more favorable situation for the shoe manufacturing industry, creating a better balance of production facilities between price grades."

As for the show itself, the PPSSA Fashion showings will be held at 4:00 p.m. on Sunday, Nov. 28 and the same hour on Monday, Nov. 29, both in the Grand Ballroom of the Hotel New Yorker. Exhibiting rooms and booths will, as usual, be at the New Yorker and McAlpin.

This year's show is being produced by Doris Weston with fashion

themes and information developed by Betty Green of Independent Retailers Syndicate, PPSSA Fashion Consultant, who will also serve as commentator.

PPSSA Fashion Committees are under the joint sponsorship of Alfred L. Morse of Morse Shoe Stores, Boston, and Saul L. Katz of Hubbard Shoe Co., Rochester, N. H.

#### PPSSA Style Committee Chairmen

**Betty Green**

Fashion Director

**William Waddell**

Juvenile Shoes

**Sidney Spiegel**

Women's Casual and Dressy Flats

**George Nacht**

Women's Sport and Welt Shoes

**Arthur Gold**

Women's Dress Shoes

**H. H. Reese**

Men's Shoes

Arthur Gold of Miles Shoes, New York, is chairman of the Women's Dress Shoe style committee. Women's Casual and Dressy Flats Committee is headed by Sidney Spiegel, Bruce Shoe Co., Biddeford. The Sports and Welt group is under the chairmanship of George Nacht of Shoe Corporation of America, Columbus. The Juvenile Style Committee is headed by William Waddell of

Sears, Roebuck and Co., Chicago, and the men's Shoe Style Committee is under the chairmanship of M. H. Reese of A. S. Beck Shoe Corp., New York.

Other events on the docket include a press luncheon conference on Monday, Nov. 29, when David W. Herrmann and John E. F. Foote, president of the New England Shoe and Leather Association, co-chairmen of the Joint Industry Committee, will discuss industry prospects with 35 members of the business and consumer press.

Directors of the National Association of Shoe Chain Stores will meet during show week. A clinic on advertising, conducted by the Bureau of Advertising, American Newspaper Publishers Association, will be attended by Association members. The Joint Industry Committee holds its semi-annual luncheon Wednesday, Dec. 1, to talk over show results, formulate plans for the next one.

As usual, PPSSA's Fourth Edition of a Directory of Volume Shoe Buyers, listing over 700 companies, both wholesale and retail, distributing popular priced shoes, will be published. The official show directory will include information on price lines, types of footwear and sales representatives of exhibitors.

Thus the Popular Price Shoe Show is set once again to attract most of the industry's volume manufacturers and buyers. With a sparkling galaxy of really new and different styles and colors on hand and retailers encouraged by an improved business tone, the year's last big shoe event can hardly miss.

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June 21, 1954

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*A. H. Stein*  
A. H. Stein, Treasurer

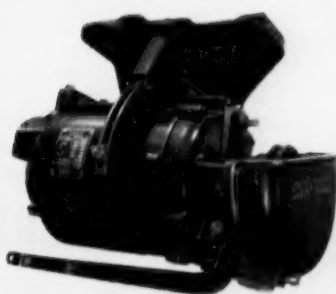
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# MEN'S SHOE STYLES

## Popular Price Spring-Summer Styling Report

**Color:** Dark and darkened colors are the trend next season. For dress and business wear, the dark greys, dark browns and blackened browns, greys and blues, many in the charcoal tones. In sports wear, both slacks and jackets will show this trend toward darker hues for Spring. For summer wear, the dark jacket and light slack will be most popular (some high fashion interest in white slacks). But many men will reverse the contrast by wearing high shades in jackets, such as pink with dark trousers.

Shirts and accessories should enjoy a big boom in high colors. Men's wear retailers already report a decided swing to colored shirtings and next Spring, in addition to blue, yellow, pink and heliotrope, men will be offered brilliant red, avocado, open blue and rust dress shirts.

**Silhouettes:** The trend to the slim and natural will gain constantly greater momentum. Popular price customers have yet to become fully conscious of the narrower look in trousers which will make their present wardrobe look "ballooney." Preferred cuff width will be 18 inches and 21 inches wide at the knee. They will be straight hanging with almost no "break" at the shoe.

**Color:** High shades such as Heliotrope, Pink, Avocado, bright Blue and perhaps even some Red will be introduced in plugs, bindings and fittings. The bases would be black, charcoal grey or charcoal brown. Men will be more courageous about color in shoes just as they will be about color in shirts.

Black, in smooth and soft grains continues to grow. Almost any shoe

that was good in brown sells very well in black and should continue to do so next Spring. Walnut and Charcoal Brown are the news as well as Charcoals in Grey and Blue. Genuine Cordovan and Cordovan color leather should carry over for early Spring,



**H. H. REESE**

Chairman, PPSSA Men's Shoe Style Committee

based on the desire for darker tones as a complement to the new apparel colors.

**Leathers:** Softness is the keynote in men's leathers. Soft grains for Spring will be even stronger than this past Fall, will be available in all types of shoes and in a wide color range.

**Patterns:** The low top line is the most specific pattern trend in years. The one and two eyelet patterns promise to be even more important next Spring and Summer. Great opportunities exist for manufacturers to combine colors, materials and treatments to achieve fresh looking footwear.

The Blucher, especially the plain toe, is expected to have a great ac-

ceptance. U-Wings, in new leathers, should carry their popularity through the Spring. The Wing Tip is gaining at the expense of straight tips. In Laceless shoes, the Tassel Tie will continue good, may even gain. The whole Slip-On group is expected to continue strong. The influence of very sleek, European patterns is an interesting new high fashion note in the slip-on field and should be watched. In young men's shoes, wall toes are still being sold but are giving way to medium brogue types with fancy weltings and fitting details taking the place of weaving and lacing tip treatments.

**Casuals:** Crepe sole, slack-type footwear will be extremely important. They will be colorful in smooth, glove leathers or in soft cashmere grains with blending cushion soles the important treatment. There will also be interest in newly developed nap leathers in a wide range of colors including pastels.

Unexpectedly good demand for low-priced sandals last summer leads many retailers to believe that a market exists for somewhat better grade sandal patterns. Men want cool comfort, probably purchasing sandals for work, and may be stimulated to accept them for casual dress occasions if properly styled and detailed. This may call for a dressier narrower sandal last for men.

**Cool Shoe Story:** Nylon mesh in new weaves, softer in look and feel, are the most important "cool" material. Colorwise—wheat mesh with tan trim may still represent major volume but a trend to darker tones, monotones and new tones blending with charcoal leathers seems to be on the way. There should be increased sales of Ventilated and Woven types. Soft leathers in ventilated shoes are expected to stimulate demand. A black woven leather may have fresh appeal.



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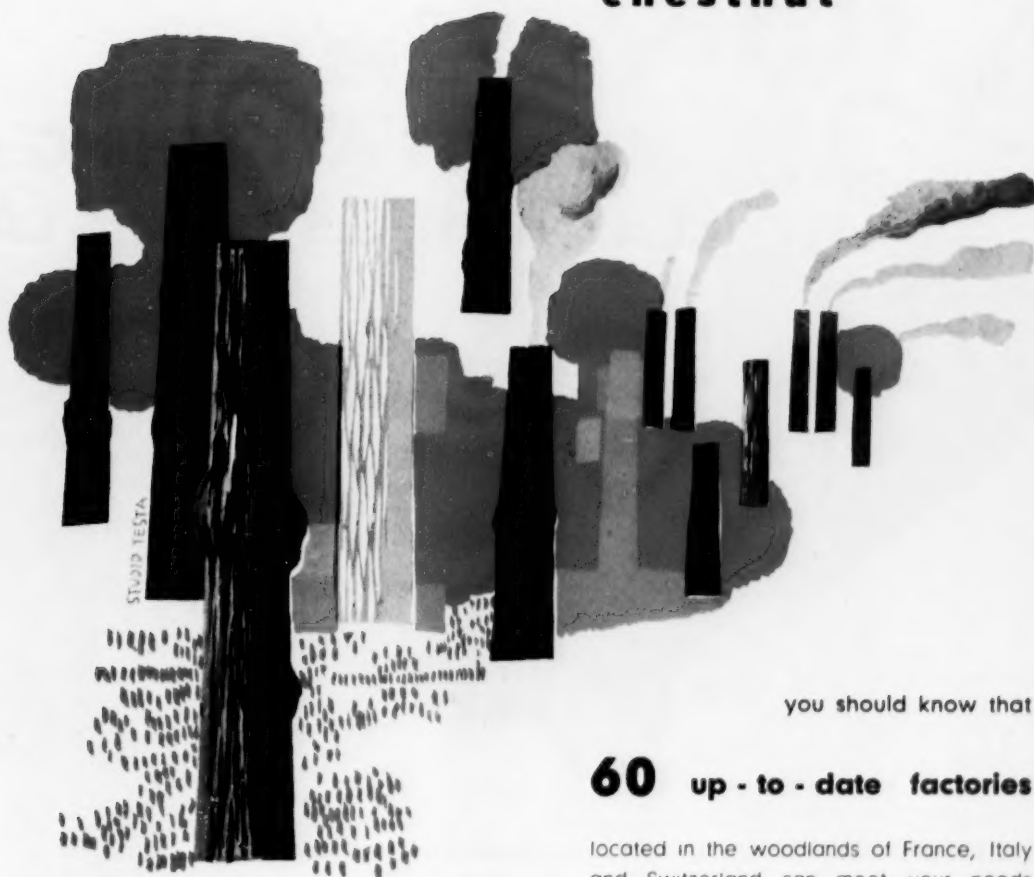
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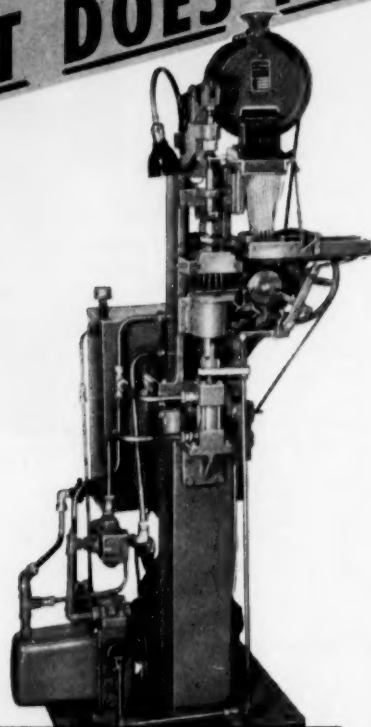
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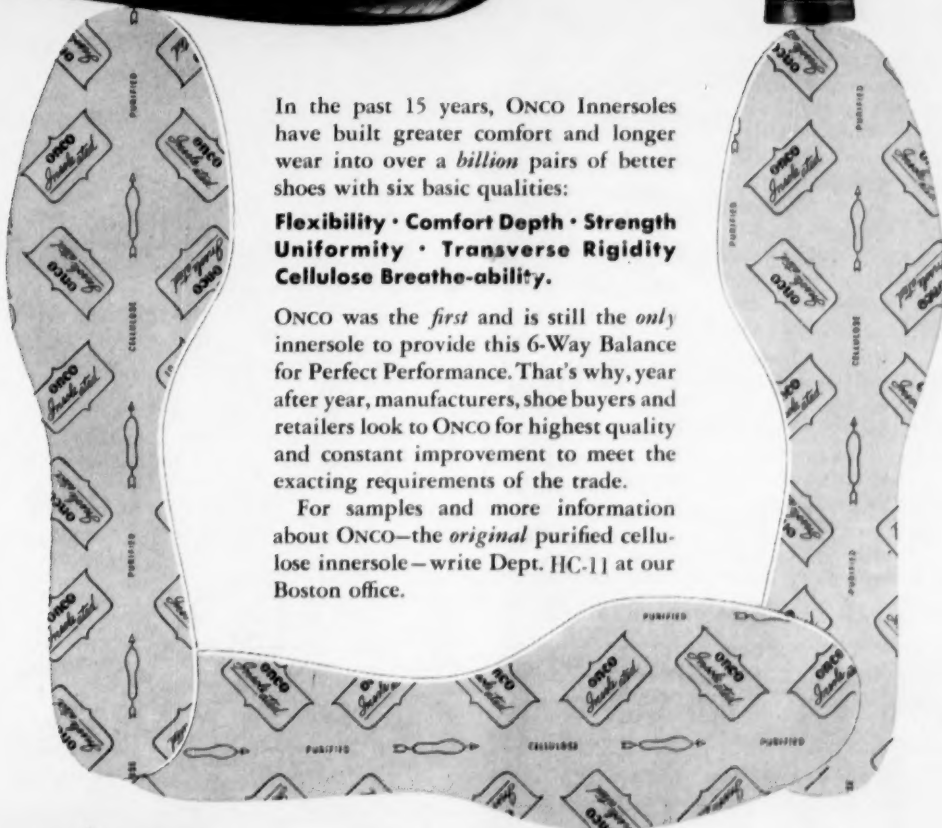


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# JUVENILE SHOES

## Popular Price Spring-Summer Styling Report

**Intensified interest in colors and new materials** will be the dominant trend in boys' and girl's footwear for Spring and Summer '55. This will be true for two reasons. First, colors and materials in ready-to-wear are more diversified and varied in texture and color than ever before and this will stimulate demand for complementary colors in leathers and detail interest in shoes. Second, adult shoe fashions are primed for their most colorful season in many years. Nylon mesh details should again have a banner year based on the wider use of lightweight fabrics for girl's Spring and Summer apparel.

**Leather colors** for little girls will find black patent as most important, followed by white smooth, blue smooth, red smooth, pink, blue and the tan family including cream and smoke. The new "pearlized" leathers are especially appealing in lighter pastel pink, blue and yellow shades.

Brown is still the most important shade of leather in boys' shoes. Rich reddish browns are still the most important, ranging down into the lighter tan shades for spring. The smoke shades for spring will be good, especially in casual-type shoes such as the two-eyelet tie and loafer patterns.

**Children's attitudes toward shoes** are becoming increasingly sophisticated. The traditional Mary Jane shell or Baby Doll must be detailed with a diversity of interest on vamp, quarter and strap.

Multiple straps are unimportant; single straps on dressy shoes must be narrow. The most important base is still the *shell* on either the popular pattern of this fall or the "D'Orsay."

Pumps have come into their own this fall, and we hear that little girls are pushing straps under their arches inside their shoes to create a pump appearance.



**WILLIAM WADDELL**

Chairman, PPSSA Juvenile Shoe Style Committee

**Saddle oxfords and loafers:** important for spring because of the interest in Bermuda shorts and attractive play clothes. Saddle color combinations will be white with brown saddle, white with black, charcoal with white, basque red with white, russet with orange and white with white buck or smooth leather. Soling materials will still find cushion crepe very important in contrasting or matching colors and here the teen-age saddle color and detail treatment will be very important in 12½ to 3 size range.

Loafers for little girls with or without goring or zippers will have the widest color selection ever, with tan, honey, bright red, charcoal, and brown shades.

**Sandals and play shoes:** Play shoe types can be classified into two

categories — the before-Easter or dressy types and the after-Easter or play types. Colors are black patent, white, red, panama and multi-color.

The sun and closed-up sandals will be important in brown, red, white, panama and multi-color. Mesh vamp treatments and crepe soles will be found in the upper range of the popular price group, and plain detailing in the lower price bracket.

**Moccasin oxfords:** Still as important as last year with brown of course first, then brown with white plug, red and navy.

Boys' shoes in the 8½ to 3 size range, other than basic type shoes, reflect the trend towards casual living so evident in men's lines.

**The two-eyelet tie oxford** will probably be more important than the three or four-eyelet ties for Spring 1955. We will see the wide use of mesh vamp treatment on these shoes as well as plain leathers with crepe soles.

Loafers should be more important for Spring 1955 than 1954 because of the continued interest in the goring treatment or laceless feature. The easy-on, easy-off shoe has gained favor with the youngsters. Loafers will be seen in mesh and smooth combinations, tassel ties and side buckle effects. The number one pattern will be the gored loafer with the over-layer moc vamp and folded leather quarter.

**Dressy types** with side zipper oxfords, moc oxfords, stitched tip, military strap and over-layer moc vamp will continue as basic types with shades of brown leather being most important, followed by the smoke and light tan shades, burgundy and then the black and charcoal families.

Pressed grain leathers in two-tones will be interesting for spring in the loafer and military strap patterns with contrasting or matching crepe sole.

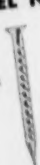
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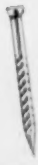
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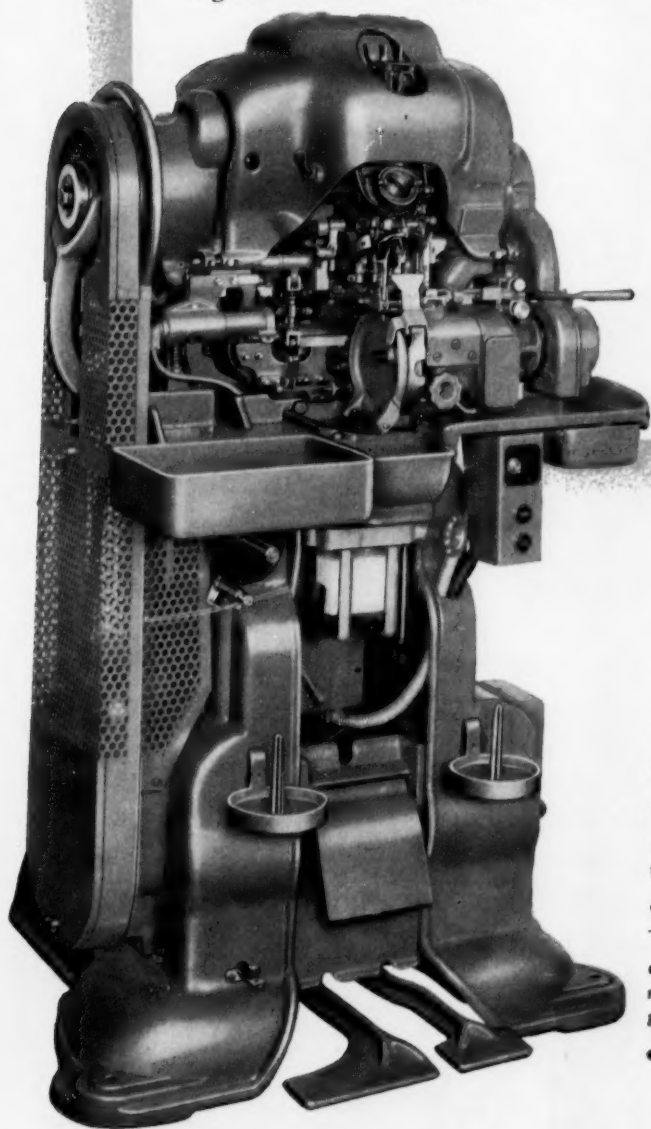
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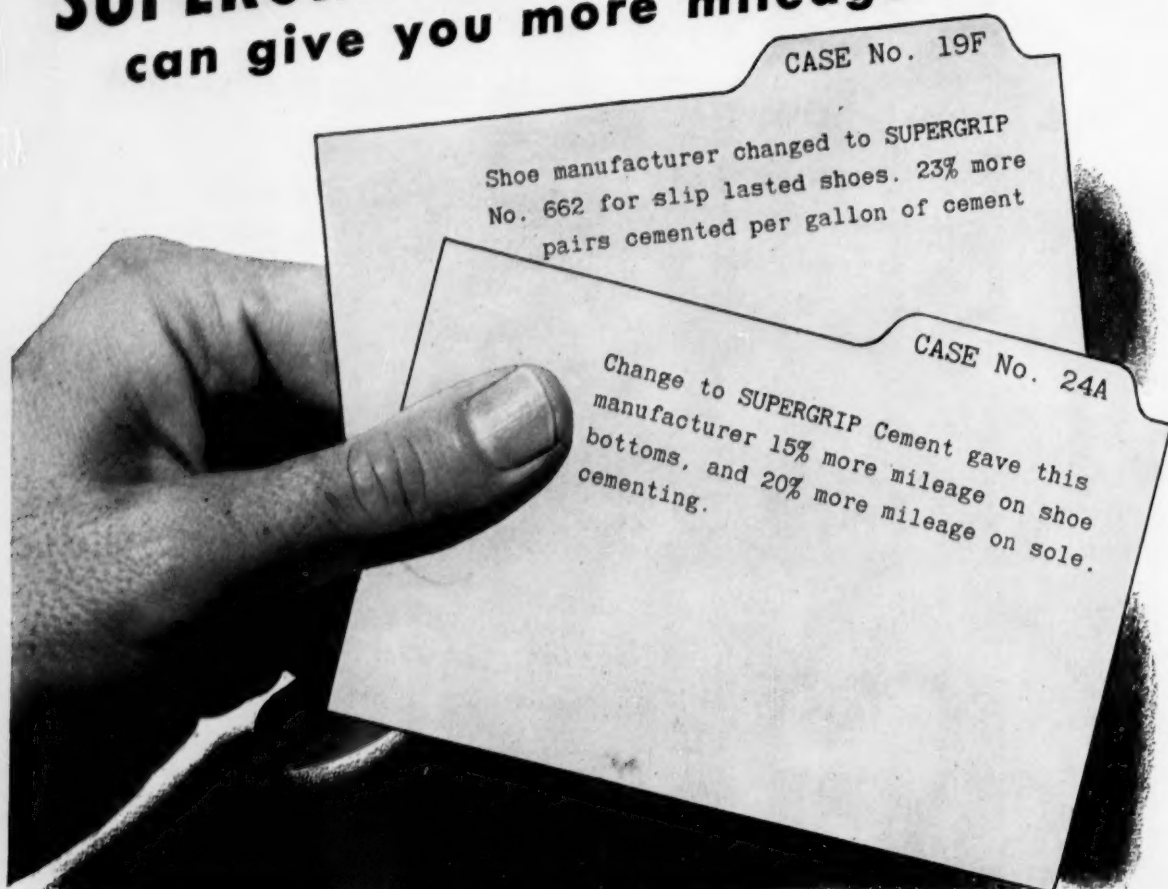


November 20, 1954

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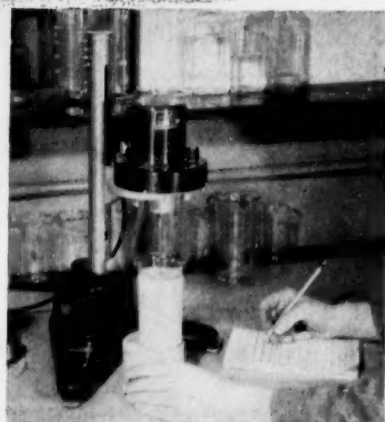
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# WOMEN'S DRESS SHOES

## Popular Price Spring-Summer Styling Report

**Color will exert unprecedented stimulus to shoe demand for Spring.** The volume customer has become so sophisticated about color that the manufacturer and retailer who fails to recognize it will be missing the season's biggest opportunity. Popular-price customers are accepting subtle off-shades and are willing to combine strong shock tones in unorthodox, startling ways.

The story of Avocado provides a strong clue. Although some call it a new "neutral" — and perhaps it is — the significance of its acceptance lies in the fact that it is a sophisticated off-beat shade — the first such color to gain volume acceptance in a long, long time. In ready to wear, brilliant oranges combine with reds—pinks combine with reds—greens, fuschias and sharp blues are put together so that they look smart, not loud.

**In shoe colors,** two important trends should be recognized. First, the so called "big four" colors (Black, Blue, Beige-Brown and Red) will represent a smaller proportion of total volume as a group next Spring and Summer than the so called "small percentage" colors. Second, within the "big four colors," the greatest increase will be experienced in the pale-beige-tan range with both blues and reds losing some ground.

**Black** will continue as the No. 1 color for early Spring.

**Blue** will be No. 2, but closely pressed by the beige-tan range. In blue — the news is a promotional bright cornflower shade which may help keep the blue family in the No. 2 slot.

**Tan-beige-pale:** The biggest news in this bigger-than-ever group is that there is a rosier rather than yellow cast to these colors. This is especially important in the cocoa shades and is expected to cut into the benedictine tones which have been with us for several seasons. These rosy beiges will really look new to shoe customers.

**Red:** A sharper bright red known as Scarlet has fashion news, but Basque will continue as the volume shade. Lustre calfs will give a bright new look to reds and may help improve the percentage of this group.

**Avocado:** A continuing success story for early selling in tailored types.

**Grey** will have some importance in Gunmetal Patent.

**Pastels** are expected to start earlier than ever. A pink, slightly paler than last year's big success will be number 1, followed closely by Blue with Yellow a distant third. All the pastels are more delicate and dustier than last Spring.



**ARTHUR GOLD**

Chairman, PPSSA Women's Dress Shoe Style Committee

**Shock colors:** A fuschia pink will be the most important of the shock tones for Spring, Resort and Summer. A bright yellow is next. Turquoise will continue its last summer's success but the shocking pink will be No. 1.

**White** will continue to be strong for Spring and Summer with fashion interest in Pearlized Whites. The off-whites are getting attention at high-fashion levels.

**Leathers:** Dress shoe leathers are traditionally smooth and shiny for early Spring. Next season, because of the dominance of apparel prints, women will make Patent even more dominant than last Spring. Tanners have developed several novelties in Patent including polka dots, rosettes as well as crepey and pearlized, satiny textures.

Lustre leathers give further insurance to the strength of smooth leathers for Spring. While accepted this Fall, lustres will gain as both all-over material and trim. They will be seen

in opened-up sandalized types throughout the season.

**Other Materials:** Clear plastic scored well this Fall in combination with suedes and in conveying the "nude" feeling. It is expected that this material will carry over in new versions of the "no shoe" look.

Fabrics will be less important for Spring '55 than last year. New Pearlized finishes in Straw Mesh and Nylon Mesh have a new fresh look and bear watching, based on their resort acceptance. Straw and Straw Cloth will be good in natural, whites and as "dyeables."

**Shapes and Patterns:** For volume selling, the open feeling is the continuing important note. In higher price lines, the partially opened silhouette is gaining. T-straps with more covered treatment at the instep. These are directions that high fashion is taking and therefore should be watched, but the big volume silhouettes will still be widely open.

In toes, the wide open will be more important in well fitting patterns.

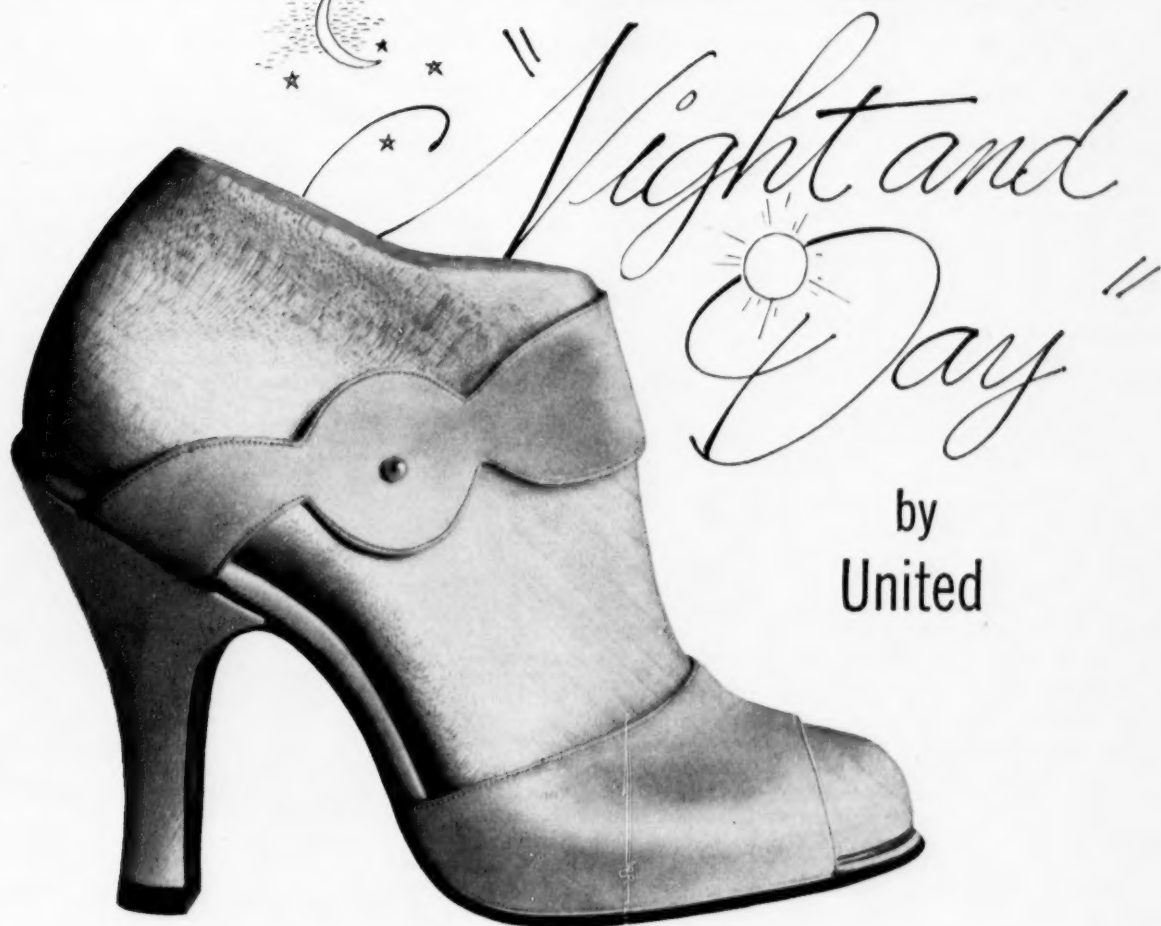
In Backless, which have hit in big cities everywhere, an even greater variety of patterns are expected in popular price lines. Construction features, heretofore confined to top price lines, are now expected to be seen in lower price lines and will result in better fitting, backless patterns and increase popular price acceptance of this trend.

Closed pumps are seen maintaining their position of importance.

**Heels:** The big push in heels will happen between 14/8 to 18/8, with news developing in a new 19/8 last in which top style patterns will be promoted. The expanding demand for mid-heel patterns is expected to get another lift from the long torso silhouette in apparel. Regardless of height, the shape of heels must be slim.

**Treatments:** The lines of the shoe must be sleek, and clean. Trims and ornamentation must be integrated with the line of the shoe, carrying out the basic thought of the design and never appearing to be an "after thought." This means that trimmings will be less heavy, more delicate. Buckles whether covered or of metal, plastic or jeweled will seem part of the shoe. Tone on tone contrasts will be important. White on dark treatment for early shoes may give way to the pale trim on dark. Embroidery, piping, pinking, braiding or even jewellery must be refined.

## Another Foot-Flattering Last



*A*s open as the pages of a best selling novel . . . with open toe, open back and open shank, this footwear is truly indebted to its last for its high style, and the plaudits (and sales) it will surely earn. Note the generous ball tread for extra comfort and the lofty arch which provides a short-coupled heel to ball effect. Too smart to be limited to evening wear, footwear from this versatile\* last is bound to find *its place in the sun!* Slide-O-Matic? *Naturally.*

\*Can be used for closed back shoes

**UNITED LAST COMPANY**  
BOSTON, MASSACHUSETTS

*Division of United Shoe Machinery Corporation*



# WOMEN'S CASUALS AND DRESSY FLATS

## Popular Price Spring-Summer Styling Report

**Color:** The influence of color — Shock and Pastel shades — will be even more pronounced in casual shoes than in women's dress types. Dressy flats will follow closely the color evaluation of women's dress shoes. But in casuals the Italian influence will stimulate the most courageous use of high colors this group has ever experienced. Shocking Pink, Bright Yellow, Turquoise, Orange are the "shock" color favorites. In pastels, a slightly paler pink, blue and yellow, all more delicately toned than last year's successes will lead for Spring '55.

In both casuals and dressy flats, just as in dress shoes, the traditional "major" colors as a group will lose, percentage-wise, to the new brights and pastels.

In dressy flats the tan-beige-pale color range should account for a significant increase in popularity and vie with blues for the No. 2 position after black. Flight Blue will continue as the volume blue with Cornflower blue a promotional plus. In reds, scarlet represents fashion newness but Basque will continue as the volume shade. Pastels will have even more impact than last spring and are expected to get an earlier start in selling. (See Dress Shoe analysis.) Avocado is expected to carry through for spring and there is also some

interest in a range of greens, particularly in a lighter cast than avocado.

Whites will maintain a strong position from post-Easter onward, and earlier where climate is conducive.

**Leathers:** (See the evaluation in the women's Dress Shoe category.)



**SIDNEY SPIEGEL**

Chairman, PPSSA Women's Casual and Dressy Flats Style Committee

The leather story for Casuals and Flats is smooth and shiny. Lustres will gain strength both in all-over and as trims in wedges and in dressy flats.

**Other Materials:** Straw Cloth and Straw Mesh, Pearlized Straws will have their biggest season next Spring in Casuals. There is a wide range of new, attractive types—colorful and definitely Italian in feeling

**Heels:** The slim, curved heel, up to 15/8, will play an important role in the dressy flat group. The long torso silhouette in apparel will give another lift to these heels. Wedge heel shapes must continue to be slender, shaped and scooped to give a light delicate impression.

**Treatment and Ornamentation:** In dressy flats the story is much the same as the story in higher heel dressy shoes. In Casuals the Italian influence will evidence itself in a profusion of fruit and flower ornaments, in Riviera colors. Color will be used everywhere. Sock linings in gay prints or in high shades are expected to provide "plus" saleability, which will lend themselves to casual styling. In dressy flats, these materials will rate as they do in higher heel shoes.

Prints and novelty fabrics will be somewhat less important than last Spring.

In Casual Wedges, clear plastic will have a place.

**Patterns:** For early spring, slim, sleek lines will be important both in closed-toe and back and in open-toe, closed backs and closed-toe, open-backs. The dressy, tailored flat, all closed, is expected to have additional strength. The outstanding success of the open toe, closed back flat this Fall must carry over even more importantly for Spring.

In casuals, the most dynamic pattern and styling interest stems from Italian influences. This influence will be important from flat sandals through to high wedges. The sandalized compo types for summer selling will be very strong.

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But the moccasin would still be "just a moccasin" if a few alert designers hadn't fitted it with a wedge heel — teamed the classic simplicity and comfort of the moccasin with the graceful support of the wedge — brought a timeless American classic back to rightful popularity.

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# WOMEN'S SPORT AND WELT SHOES

## Popular Price Spring-Summer Stylist Report

**Materials:** While black and blue suede should continue for early selling, grey in all leathers promises to be better than last spring. News in this family is the interest in shag in neutral shades and some mention of pastels.

Another novelty texture interest in leather may be found in a velvety, buffed leather particularly for saddle shoes.

Glove leathers are seen continuing to gain in strength and should account for even more volume than last Spring.

Fabrics will have importance only for late selling with interest concentrated on denims in extensive range of colors. These should be used primarily for step-in and oxford patterns.

**Patterns:** In many cases, shoes made in sports factories are beginning to resemble casuals and dressy flats, so pronounced in the feeling for sleeker, lighter and softer footwear. The big trend is toward lower top-lines and a slimmer, sleeker look in all patterns achieved by lower vamps and close edge trims.

Conventional camp mocs have lost ground to the beaded camp moc, which, last Fall, exceeded expectations. New beading treatment em-

phasizing delicacy and femininity will be important for Spring. There are many new treatments coming on soft sole Mocs to keep them in the picture. These include fringe, beading, lacing and colorful plastic ornamentation.



**GEORGE NACHT**

Chairman, PPSSA Women's Sport and Welt Shoe Style Committee

Side Zippers in saddle patterns have been well accepted.

**Wedges and heels:** The news in wedges is a lower height for the sports and haymaker types. The 10/8 heel height has cut into the

popularity of the 12/8 and will be good on both crepe and hard soles.

News in heel heights seen centered on a new 3/8 shell type which is being watched for possible volume acceptance.

**Soles:** Cushion crepe is expected to continue to make the big volume news. Two-Tone wedge effects will carry over.

The natural crepe sole will be important treatment. Black crepe sales have been gaining in black and white saddles, all-white buck saddles and a pink with black saddle.

**Ornamentation and Treatment:** Cut-outs, underlays and overlays will be used to give light, soft effects. Piping, lacing, beading, tassel bows, harness stitching are worth noting.

**Color:** The trend to be aware of is a wider range of colors and a greater use of pastels and shock colors, which in total should reduce the proportion of sales accounted for by the basic shades.

Pale shades—no question of even greater volume next Spring with Oyster White or White Brick being the newest shade which may cut into Sand to some extent. Panama is expected to be the volume color of the three.

Camel family: In elk — Natural Saddle (Colonial) is given the No. 1 spot. In smooth: favored colors are Amber Spice (Colonial) Goldendale. In Glove: Texas Willow (Flynn), Cream, Sandal (Wisconsin).

Basque will continue to be the volume color in red.

Charcoal: Some charcoal will carry over for Spring, but grey-tones such as Smoke Pearl (Colonial) will be the volume in smooth, glove and suede leathers.

Shock colors: Turquoise, Shocking Pink (Fuschia), Bright Yellow. Public acceptance of color is so great, there is much interest in these shock colors for Sport types.

Avocado: There is some feeling that this color will hit sport type shoes next Spring.

White in smooth leather is becoming increasingly important.

Pastels: Pink and Blue will be the important pastels for next Spring and Summer. As with the "shock colors," these shades should be concentrated in Shells, Camp mocs and Laced Vamp patterns. A new look in saddles is a pink vamp and quarter with black saddle and sole.

Black has been steadily increasing.

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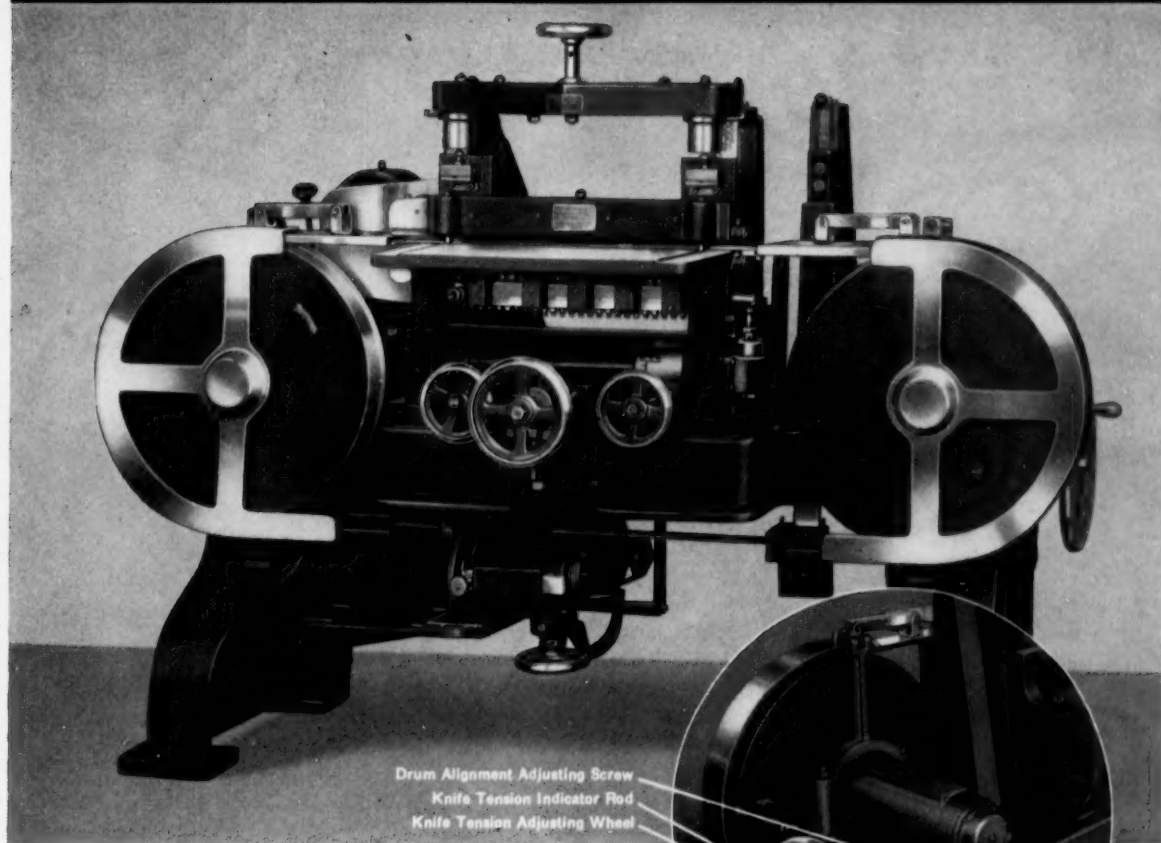
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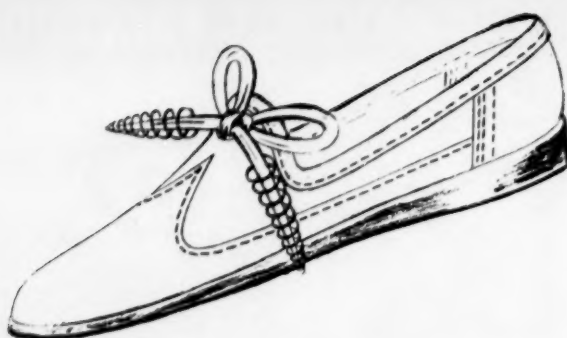
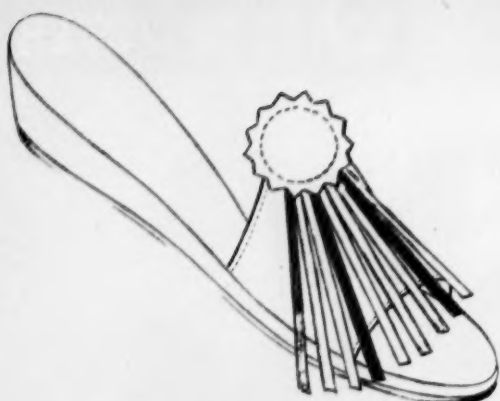
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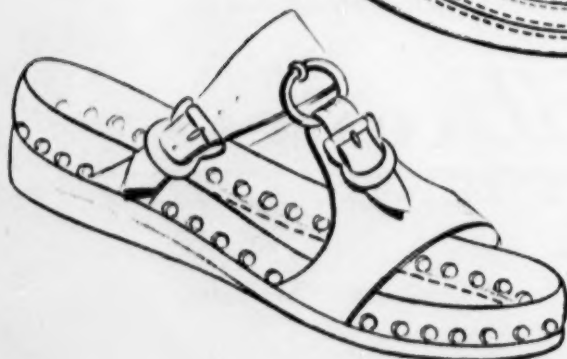
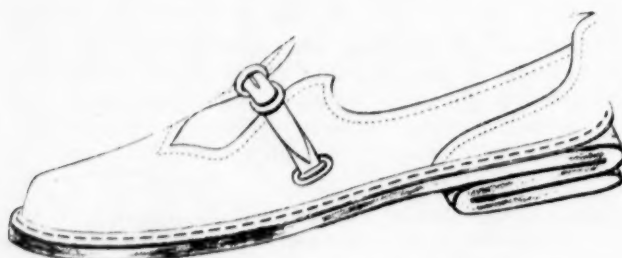
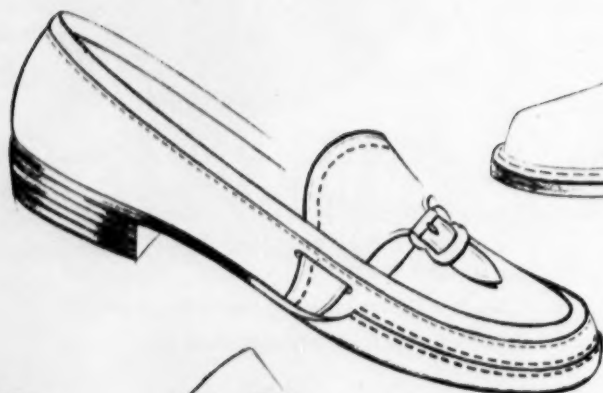
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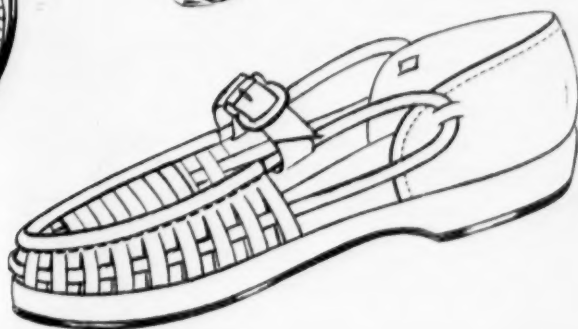
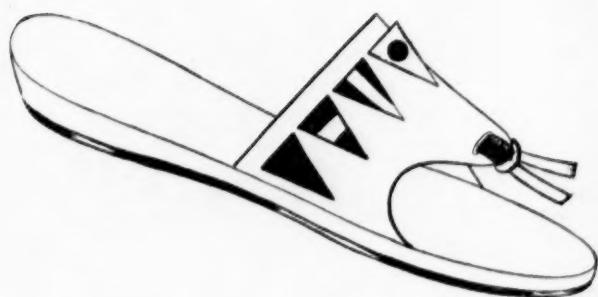
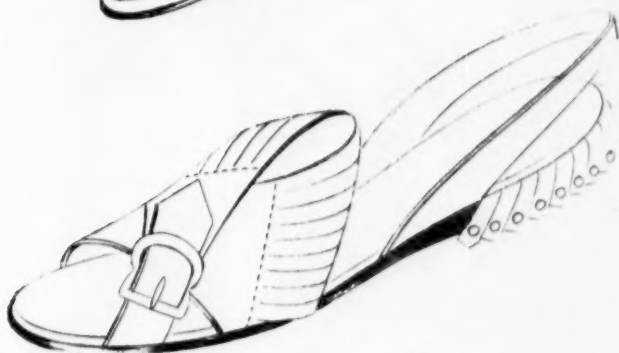
# IMAGINATIVE

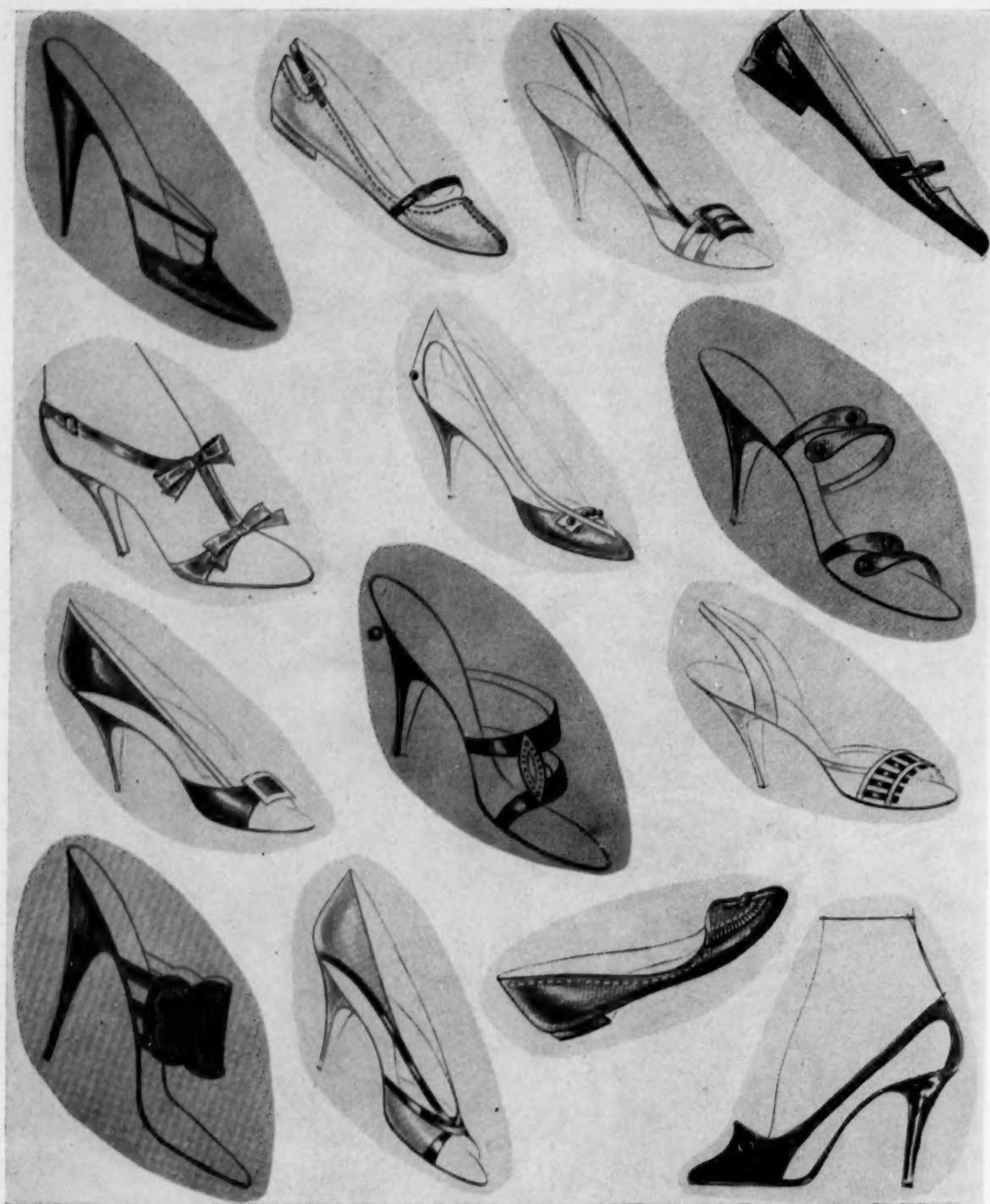
## DESIGNS FROM EUROPE

Among the many footwear design ideas emanating from Europe these days are a number of unique and highly imaginative patterns that offer inspiration to the creative shoe designer here in America. Featured on these two pages is a collection of stimulating design ideas gathered by our fashion staff in Europe. These sketches were selected for their unusual creativeness rather than practicality. Many of the pattern and construction treatments can be translated into practical adaptations. Even some of the more radical ideas suggest possibilities for workable interpretations, practical for our own production methods.









#### ORIGINAL DESIGNS FROM POPULAR PRICE SHOE SHOW

A selection of original shoe designs created for the PPSSA by a group of leading shoe designers including Hank Davidson, John Derro, Fred Kahn, Ruth Katz and Meri Miller.

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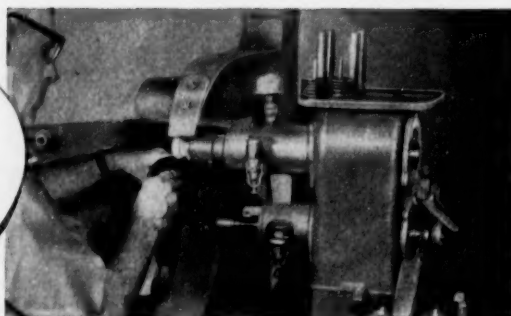
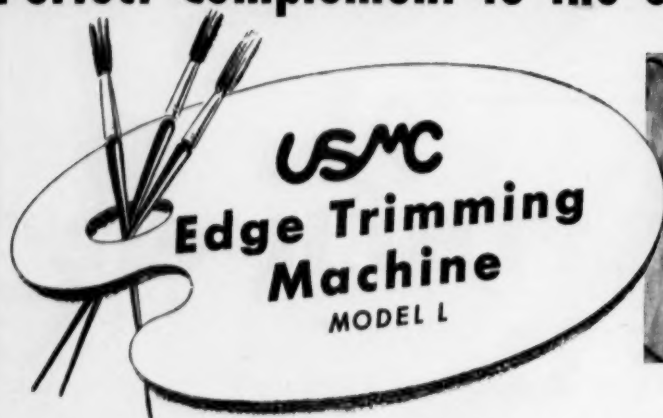
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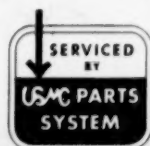
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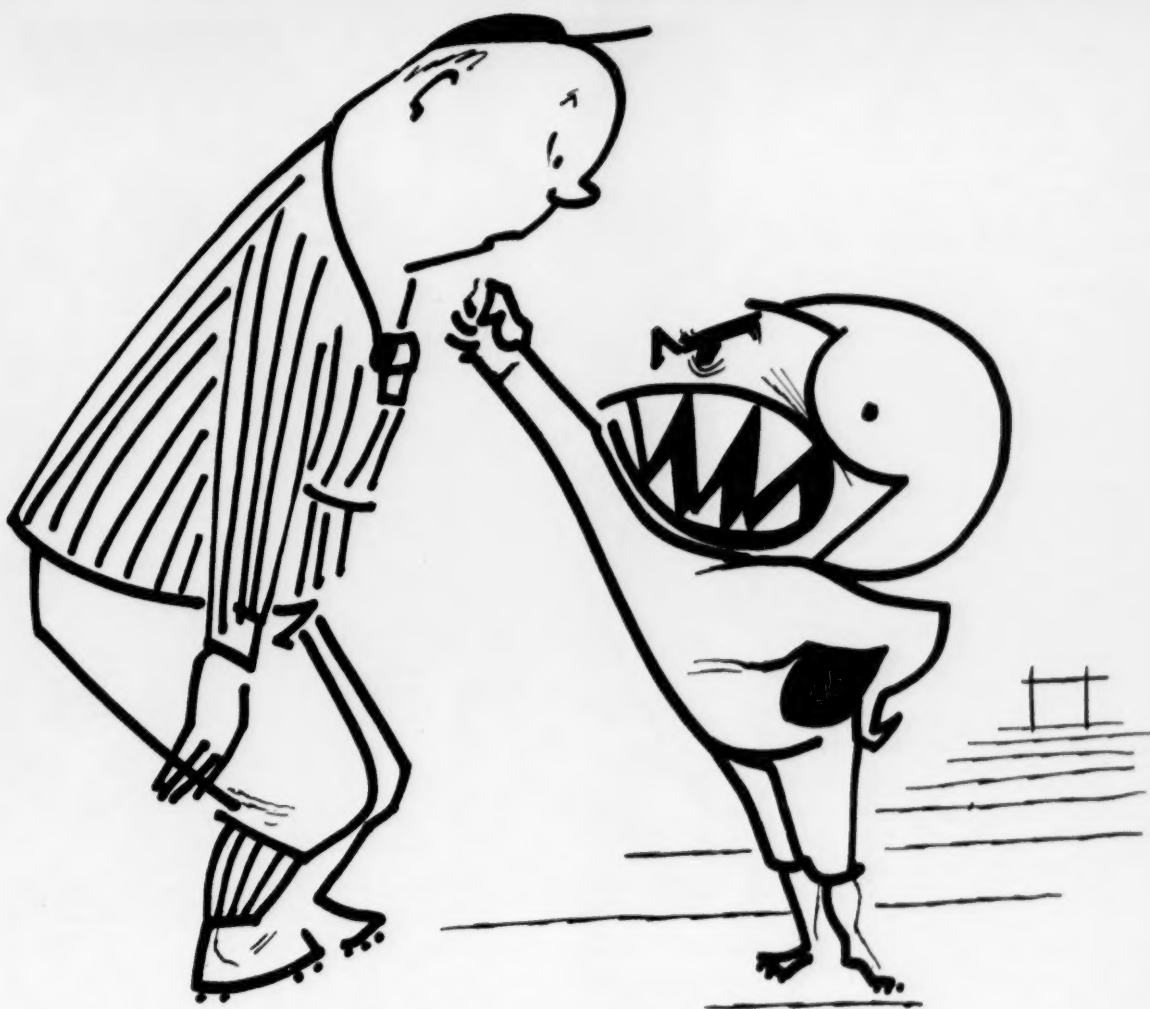
Here is a machine that is a perfect complement to the artistry of the edge trimmer, an efficient production tool for the manufacturer.

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# news X-Ray

Outlook for U. S. hide industry better than expected. . . . Part of answer lies in growing demand from free world. . . . Argentina having her troubles.



**Here's some encouragement for the hide and leather industry for the years ahead.** Despite immediate outlook for continued heavy surpluses in hide production, with consequent depressing effect on both hide and finished leather prices, U. S. has good chance of becoming western world's No. 1 supplier of rawstock. Even if it doesn't, enough hides may be exported each year to keep domestic stocks at manageable levels.

**These are reasons.** Although U. S. bovine kill in 1954 will approach record 40 million pieces—26 million cattle and 14 million calves—we have also become world's second largest hide exporter. Witness current net export rate of 4.6 million hides per year. Add this to fact that Western Europe and majority of free world is turning more and more to U. S. for hide supplies and you have promising picture.

**Still another reason is slowup in world cattle population.** Latest hide report by Merrill Lynch Pierce, Fenner & Beane points out world numbers rose only six million last year against 13 the year before and 18 million in 1951. As U. S. economic assistance brings up living standards over free world, demand for good hides expands.

**Today,** a revived Europe is taking two-thirds of our hide exports. Japan is weathering her economic crisis, shows distinct signs of becoming major hide customer again. And new customers such as Colombia are becoming important hide buyers (Colombia bought 230,000 U. S. hides in Aug. alone—more than in recent years combined).

**Although Argentina remains world's largest hide exporter,** she is having her troubles. Her current rate of hide exports is only six million pieces, about 20% below her 10-year average. Drought, limited marketings and increased home consumption are causes. And since most of this six million is going to Russia and Iron Curtain countries, Western Europe and other countries are turning toward U. S.

**By countries,** Holland has jumped from third to first place as U. S. hide customer. Dutch also import substantial quantities Argentina hides, transship many to Eastern Europe or tan them and sell leather to Soviet bloc. Based on first eight months' 1954 imports from U. S., Holland will take some 1,241,000 U. S. hides, probably as many more from Argentina. This gives some idea of volume of western hides going to Russia and satellites (see L&S, Nov. 13).

**Next comes Japan,** now buying U. S. hides at annual rate of 896,000 pieces. This is considerably less than recent years when Japan had dollars to spend but bids fair to increase by several hundred thousand. Japan was largest U. S. hide customer in 1952-1953, will probably remain second largest for next year or two.

**In third place** is Western Germany, also given to tanning U. S. hide imports and re-selling to Eastern Europe. Although Germany's imports of tanning materials in first half of 1954 only held pace with 1953, she is currently buying U. S. hides at annual rate of 563,000 pieces. Last year, she took only 88,000.

**Fourth is the United Kingdom,** historically a fairly good buyer of Argentine hides. U. K.'s current annual rate of U. S. hide imports is 456,000 pieces. Last year, she took only 215,000 pieces, 3,000 in 1952. As Argentina's exports to England fall off, U. S.'s will increase. And England is making more and more shoes and leather goods, about 15% for export.

**Yugoslavia comes fifth** although she is buying twice as many hides (probably 450,000 for year) this year as last. This rate should hold, especially if U. S. allows Yugoslavia to buy hides rather than grain. Depends on FOA allocations.

**All told,** Europe will buy about 3,053,000 U. S. hides in 1954. Last year, she bought only 947,000. Canada and the rest of the Western Hemisphere will account for another 896,000. Japan, the Middle East and the rest of Asia will take some 972,000 pieces. Total: 4,949,000. Net exports: about 4,568,000.

## Shoescope's Style Service To Be Launched In Leather And Shoes

Key Sleater, Leading Shoe Fashion Analyst, Heads Up New And Expanded Advance Style Information Program

Shoescope, The Advance Guide To Footwear Fashion, which was formerly distributed bi-weekly as a separate style information service throughout the industry, is now to be launched as a weekly service of LEATHER AND SHOES.

Shoescope, as a separate service, almost overnight established itself as the most authoritative and reliable style-trends voice in the footwear industry. Its hundreds of subscribers, comprising the cream of the footwear fashion leadership in the U. S. and numerous foreign countries, repeatedly cited the accuracy and authenticity of Shoescope's "forecasts," its initiative in starting several important trends in footwear fashions. (Note: Shoescope carried a high subscription fee of \$25 yearly.)



Key Sleater

The new program will bring two pages of Shoescope into LEATHER AND SHOES each week. These pages

will include advance footwear fashion information and sketches slanted to the specific interests and practical needs of stylemen, sales managers, shoe manufacturers, shoe buyers and other groups to whom such a service is of primary value.

Key Sleater, former editor of Shoescope and noted footwear fashion analyst, becomes fashion editor of LEATHER AND SHOES. She will head the new Shoescope service and will direct the greatly expanded fashion-features program designed for this publication for 1955. Assisting her will be a group of regional associate editors in key U. S. shoe and fashion centers, as well as in Europe.

Miss Sleater has an exceptionally rich background in fashion and in the shoe industry. She has served as shoe fashion consultant to several leading shoe manufacturers and retailers, is a talented designer of footwear, and has created and executed merchandising programs at both the manufacturing and retail levels in the shoe field.

According to Elmer J. Rumpf, publisher of LEATHER AND SHOES, "our new footwear fashion program for 1955 will cover unprecedented scope and depth for a publication

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in this field. We believe that the shoe and leather industry is undergoing some revolutionary changes, with fashion assuming a role more dominant and influential than ever before.

"It all stems from the drastic and significant shifts in the American patterns of living. These have required spectacular revisions in the designing, color and adaptability of the products of almost all industries. The shoe and leather industry is in the center of these whirling changes. If we remain alerted in advance to these changes, this industry stands to cash in handsomely on the many opportunities involved."

With these aims in mind, LEATHER AND SHOES, in addition to its new Shoescope section, is launching a vastly expanded fashion service via

special features, new design themes, fashion coordination ideas, fashion merchandising and marketing studies, etc., "as an industry guide to fashion's vital role in the new era ahead."

### New Carlisle Head

Ralph Stollmack, general manager of Carlisle Shoe Co., subsidiary of General Shoe Corp., has been named president of the company, according to Maxey Jarman, chairman of General Shoe. Stollmack is the son of M. M. Stollmack, retired executive vice president and general manager of I. Miller & Sons, Inc., Long Island City, former parent company of Carlisle, now a General Shoe subsidiary.

Jarman also announced that Ellis Simon, in charge of Carlisle's production operations at Harrisburg, Carlisle and Hanover, Pa., has been appointed a vice president of Carlisle Shoe Co. Also elected vice president was Fred Hermann, who has been sales manager of Carlisle and will continue to head up the company's sales distribution.

### Industry Indices Waver

Price index for hides and skins dropped from 51.5 in Sept. of this year to 49.2 in October, the Bureau of Labor Statistics reports. On the index, the 1947-49 prices equals 100.

The index for leather dropped from 82.9 to 82.1. Footwear held steady at 111.3 in both months.



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*in All Fashion Colors*

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## No Merger Plans, Says American Hide

Rumors and speculations that American Hide & Leather Co. is considering merger plans were firmly denied this week. A top official of the company informed Leather And Shoes that "any merger in the financial sense has been given no consideration whatever with any other firm."

Speculation arose with the recent

announcement that Morris Joffe, president of Fleming-Joffe, had been appointed as a director of American Hide as a first step toward merger of the two firms. However, American Hide officials declared that Joffe was not only a substantial stockholder, but more importantly, his wide experience in the leather industry would prove an invaluable asset in helping American Hide's expanding merchandising program.

American Hide told Leather And Shoes that "there is a good pos-

sibility now of a merchandising relationship between American Hide and Fleming-Joffe. We may come to some joint arrangement for the promotion, merchandising and distribution of some of the products each of us make."

The company also said that its present plans is "to set no limitations on the future. Our research and development division is presently the most active in the company's history, and we expect some highly promising new leathers to come out of this program."



## Blackhawk Splits for

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## FTC Issues New Rules For Orthopedic Footwear

Custom-made orthopedic shoes are covered under a new set of trade practice rules for the orthopedic appliance industry, according to the Federal Trade Commission.

The rules, put forth by the FTC this week after a hearing and months of study, label certain practices as unfair methods of operation. Among the unfair methods are decept regarding the quality, price, service that may be expected from any appliance.

Not covered, the official said, would be certain types of footwear, even if for orthopedic use, made to a factory pattern rather than specifically for a certain person with a certain condition.

In the past few years, the FTC has issued cease and desist orders against certain makers of orthopedic shoes in the second category—shoes made according to factory pattern. These, generally, would not be covered by the new code of rules.

## Atlas Offers 3 Products

Three new product additions to its line of Eureka brand oils for improved fat liquoring procedures have been developed by Atlas Refinery, Inc., of Newark, N. J.

The new products are: Eureka 300—a moisture-free, cation active oil especially adapted for improving grain lubrication and strength of bark retanned upper leathers; Eureka 402—a blend of refined oils for use on glove-type, soft-tanned side leathers; and Eureka 105—a selection of oils blended for use on white leathers.

## **PROGRESS REPORT**

### **National Shoe Products In Operation Dec. 6**

National Shoe Products Corp., recently-organized shoe products distributor, will begin operations in the New England area on Dec. 6, according to Willard Howard, president.

The firm will also begin operations in the Milwaukee, Chicago, St. Louis territories on or about the same date. Service to remaining shoe centers in the country will begin shortly thereafter, Howard said.

Most of the important lines which United Shoe Machinery Corp., by court decree, will be prohibited from distributing, will be handled by National Shoe Products. Other lines needed to complete an interrelated group of shoe materials and supplies have been added.

Among the companies which National Shoe Products will represent in the shoe trade are:

American Steel & Wire Co.—Complete line of shoe wires developed for shoe factory use.

Anderson Corp.—Wire brushes for upper and sole roughing.

Andrew Wilson Co. — Steel shelving, last bins and equipment used extensively throughout the industry.

Beaver Dam Rack Co.—Wood and steel shoe racks of proved dependability.

The Carborundum Co. — Coated abrasives (sandpaper) and sharpening stones and wheels.

DeVilbiss Co. (Norris-Wiener, Inc.)—Spray guns, booths and compressors especially designed for applying finishes and adhesives.

The Fuller Brush Co. — A newcomer to the shoe field. Will produce National's line of machine and hand brushes.

The Gates Rubber Co.—Composition belting.

Hyde Manufacturing Co. — The Hyde Diamond Brand of hand shoe knives for the cutting of leather and shoe materials.

Independent Nail & Packing Co.—A line of special wire nails and screws including "Stronghold" threaded nails.

Irish Brothers Co.—A selection of wood cutting boards and blocks.

Johnson Belting Co., Inc.—High grade domestic and imported leather belting of all types.

Mackdon Manufacturing Co. — Finishing roll covers.

Michigan Maple Block Co.—Wood cutting boards and blocks.

Park Rubber Co. — Composition cutting pads and blocks.

Permacel Tape Corp. (Division of Johnson & Johnson)—Pressure sensitive reinforcing and masking tapes.

St. Louis Braid Co. — A line of laces.

Snell, Atherton & Norcross Co., Inc.—Shoemakers' tools and devices.

Socony-Vacuum Oil Company, Inc. — Lubricants to meet all shoe machinery requirements.

Textile Thread Co. — Quality lacing machine threads.

Union Paste Company — Pastes and adhesives.

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## NEW AGENDA

### Sole Leather Men To Meet With QM

The 11-man industry advisory committee on sole leather meets Nov. 23 at Philadelphia with Quartermaster officials, it is disclosed by military officials.

On the agenda is a discussion of paranitrophenol, and whether it is

needed on leather footwear for military use. Also up for discussion is a proposed inspection system by military officials.

S. J. Kennedy, chief of the textile, clothing and footwear division of the Quartermaster Research and Development Center, Natick, Mass., is to preside.

Committee members include: Stephen Blaut, Virginia Oak Tannery, Inc., Luray, Va.; John Callahan, Howes Leather Co., Boston; Noble Caudill, General Shoe Co., Nashville, Tenn.; William D. Ellison,

Proctor Ellison Co., Boston; George Farber, L. Farber Co., Worcester, Mass.; Joseph Gersten, Caroline-Becker Co., Brockton, Mass.

J. T. Johnson, A. C. Lawrence Leather Co., Peabody, Mass.; R. A. Mills, Endicott-Johnson Corp., Endicott, N. Y.; H. D. Niblock, Armour Leather Co., Chicago, Ill.; R. H. Richard, International Shoe Co., St. Louis, Mo.; Lester Whitmore, Leas and McVitty, Salem, Va.

### Dismiss Price Charges Against Swift & Co.

A long-standing criminal complaint charging Swift & Co., Big Four packer with violating Office of Price Stabilization regulations in 1951 was dismissed in Boston Federal Court this week.

The complaint in 360 counts charged that Swift and 20 office managers in Massachusetts had sold prepared cuts of beef to retail dealers. Regulations at that time stipulated such cuts could be sold only to restaurants and hotels.

In asking for dismissal of charges, United States Atty. Anthony Julian cited a decision by the United States Emergency Court of Appeals, handed down this Sept. in the case of two Swift branch managers, stated that the section pertaining to the sale of fabricated cuts of beef "was invalid from its inception."

### PPSSA Highlights Fashion

Shoe manufacturers and retailers wishing to study highlights from the Popular Price Shoe Show fashion presentation can do so at a new three-part exhibit which PPSSA is innovating.

The exhibit will feature a group of full-color slides containing background art and display techniques as ideas for store and window displays as well as promotion pieces.

Also on display will be pullovers created by six leading shoe designers especially for the show.

A third feature of the exhibit will be a group of "color files" showing coordination of new leather colors with ready-to-wear fabrics for next spring and summer.

The exhibit will be shown in Parlor B of the New Yorker on Tuesday, Nov. 30 and Wednesday, Dec. 1 from 10:00 a.m. to 12:00 noon and 2:00 p.m. to 4:00 p.m. PPSSA shoe coordinator Helen Joseph is in charge.

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## ALL IN THE PACKAGE

### Polyethylene Bags Help Preserve Boots

Marine Corps Studies On Deterioration Discussed With Delaware Tanners

An entirely new approach to the problem of preventing stocks of military boots and shoes from deteriorating under adverse conditions was revealed this week by Norman Sachs, director of the Marine Corps Material Testing Laboratory in Philadelphia, Pa.



Norman Sachs

Speaking before members of the Delaware Valley Tanners Club in Philadelphia, Nov. 11, Sachs described how several pairs of untreated military boots were heat sealed in polyethylene bags. Cost was about one cent per bag. Shoes were then subjected to the worst tropical conditions possible.

Sachs said that after a year under tropical conditions and two years in the Marine Laboratory, the shoes still look new, including metal fittings, rubber soles and heels, cotton and linen thread, etc. Tests indicated no mildew or other damage due to deterioration.

The method was initiated because of doubt that the various fungicides applied in tanning or as a treatment to preserve leather used in military boots and shoes really serve their purpose. Sachs said the use of par-nitrophenol, orthophenol, salicylamide, and other chemicals prevents mildew for relatively short periods and their final effect may do more harm than good, both to shoe and wearer.

Sachs described the work of the

Marine Corps Laboratory in testing leather and shoe products for fitness and adaptability to military use. He praised the cooperation of industry in helping develop new processes and products to meet Marine Corps footwear needs.

In studying remedial measures for the prevention of footwear deterioration, the Marine Corps has learned the following nine important factors:

1. The pH of the leather (vegetable chrome-retan) should never be less than 3.

2. The grease content should be between 20 and 30 on a moisture free basis.

3. The chrome content should be between 3.2 and 4.6 on a moisture and grease free basis. Too much chrome is undesirable because there is a 4% decrease in strength for every 1% of chrome.

4. Heat starts deterioration at 90° F and goes up progressively. No mildew appears over 120° F but damage increases.

5. Sea water has a deleterious effect on leather.

6. Grease loss is caused by mildew and not by humidity or temperature; whereas the leather is actually harmed by the latter two as a result of hydrolysis. *Mildew is no direct*

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cause for leather deterioration. Its presence is only as a preservative to prevent the action of the humidity. The most insoluble protein, and leather is a protein, is soluble even though to a minute extent.

7. Iron attacks leather at pH lower than 3.5

8. Stretch accompanied by increase in tensile strength is elongation; otherwise it is a sign of deterioration.

9. Leather absorbs 13-14% preservative dressing. Various chemicals have various effects:

Animal oil strengthens leather about 10%

Mineral oil weakens leather 1-3%

Paranitrophenol weakens leather about 20%

Cooper 8-quinolinolate weakens leather about 10%, etc.

## No More Ducking

Members of Local 21 and 33, International Fur and Leather Workers Union in Peabody and Salem, Mass.,

who persist in invoking the Fifth Amendment or Massachusetts' 12th Amendment will be asked to resign from the union.

This is the gist of a resolution voted last week by union delegates at a meeting held in Salem. Delegates represent some 2,500 leather-worker members of Local 21 in Salem and 1,500 A. C. Lawrence Co. workers in Peabody.

The vote was aimed at members who used the amendments recently while testifying before the Massachusetts Committee on Communism.

Delegates also voted for a special convention of the International not later than April 6, 1955 in order to consider adoption of an anti-Communist program within the union, according to Richard B. O'Keefe, business manager of Local 21. O'Keefe said a resolution calling for a non-Communist and anti-Communist clause in the union's constitution was also adopted.

## Hunt-Rankin May Close

Trustees of the estate of Burt W. Rankin, late owner of Hunt-Rankin Leather Co., Boston calf tanner, are reported negotiating for the sale of the leather firm.

Trade rumors have it that the company will be shut down permanently if a satisfactory sale is not negotiated in the near future.



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**NEW GENERAL MANAGER** United Last Co., Division of United Shoe Machinery Corp., Boston, is Edward G. Tremaine, Jr. He succeeds Joseph W. Holmes who retired recently after over 45 years of service. Tremaine first joined John Pell and Son, Newark last firm, in 1919 and has been active with United Last for many years. In 1947, he was named assistant general manager in charge of production.

## New Regano Factory Last Word In Efficiency

Three months after breaking ground, and despite the devastation of two hurricanes, Regano Box Toe Co., pioneer in the manufacture of soft box toes, this week moved into its new one-story, concrete factory in Haverhill, Mass. The plant is located at 40 Lewis St.

Changeover from the old to new, in order to avoid interruption of production and delivery, was accomplished in a unique manner involving the setting up of duplicate machinery and late model equipment at the new plant while maintaining operations at the old. Another factor was the use of key workers assigned to the new plant to complete work started at the old.

Regano's attractive new air-conditioned factory, offering close to 20,000 square feet of floor space, provides a smooth, continuous flow of production from receiving to shipping room. A customer parking lot adjacent to the plant provides space for further expansion if needed.

The company, which makes soft box toes for men's, women's and children's lined and unlined footwear, was first opened in Haverhill in 1934. It has been active in developing improved products for the box toe field, both for regular or special type shoes. Officers are Daniel J. Ryan, president; Edward D. Regan, Jr., treasurer; and George A. Allen, sales manager.

## Plastics Society To Meet December 7-8

The Fifth Plastics Film, Sheet and Coated Fabrics Division Conference of The Society of the Plastics Industry, Inc., will be held Tuesday and Wednesday, Dec. 7 and 8 at the Commodore Hotel in New York City.

Several hundred representatives of the plastics film and sheeting industry will attend the 2-day session to hear technical, commercial and general papers, dealing with all facets of this branch of the plastics industry.

Papers to be presented at these sessions will encompass such subjects as the use of woven monofilaments; vinyl coating; laminating techniques; extruded and cast vinyls; industrial and agricultural applications of vinyl film and sheeting; application of vinyl film and sheeting to automotive trim; rigid vinyls, and the growth of vinyl plastics in the wall covering field.

November 20, 1954



ARCHITECT'S DRAWING of New Regano Box Toe Plant

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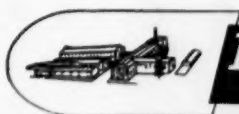
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- Lining Kid
- Glazed Kid
- Slipper Kid
- Lining Sheep
- India Buffalo Calf
- Chrome and Combination Tanned Sides



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## **NO FORMAL ACTION**

### **CIO Shoe Union Head Recommends Merger**

Merger of the CIO United Shoe Workers of America and AFL Boot and Shoe Workers Union has been proposed officially by Russell W. Taylor, president of the United Shoe Workers.

The action was recommended in a report read by Taylor last week at a

meeting of the shoe union's executive board in Philadelphia. Board members accepted the report but took no formal action on it.

A merger of the two leading unions, said Taylor, would "place the unions in a better position to organize the entire shoe industry and also to induce independent shoe unions to join us."

The USWA head added that no concrete merger plan has been worked out as yet by officials of the two unions. The idea itself has been endorsed both by Taylor and John

J. Mara, president of the Boot and Shoe Workers Union.

A total of 30,000 shoe workers are now members of independent unions, Taylor said, pointing out that some independent unions have 4,000-5,000 members. If all shoe workers were combined into a single bargaining unit, they would present a formidable front, he declared.

The union's executive board called for a stepped-up drive to organize workers in Pennsylvania. Taylor revealed that several new union organizers are to be assigned to the area. At present, the national CIO has six organizers working among Pennsylvania shoe workers while USWA itself has another six. Some 25,000 shoe workers are employed in Pennsylvania factories, Taylor said, but only about 2,000 are members of the two leading unions.

The meeting, which ended Nov. 12, also voted:

1—To launch a campaign to persuade shoe manufacturers to add the union label to footwear from labor-organized manufacturing plants.

2—To endorse a statement of Walter Reuther, president of the CIO, that there is no room in welfare funds for "thieves, racketeers, Communists or supporters of Communism." Taylor made clear the vote was against racketeers in welfare funds whether from the labor or industry side.

3—To support the national CIO Community Service program which provides emergency relief for victims of tornadoes and the like.

The union-made label is added to footwear produced in a few plants, Taylor said, adding these are not always the plants that have the strongest unions. A display of shoes with such labels is to be made in December when the national CIO holds its annual convention in Los Angeles.

### **Popular-Priced Kids**

Approximately 135 manufacturers who make children's shoes retailing at price ranges which attract the great majority of children's shoe consumers will show their spring and summer 1955 lines at the forthcoming Popular Price Shoe Show Nov. 28-Dec. 2 at the Hotels New Yorker and McAlpin in New York City.

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## SLIGHT INCREASES

### Block New England Shoe Freight Hikes

Higher trucking rates in shipment of shoes from New England to the New York City-New Jersey area have been successfully blocked by efforts of the New England Shoe and Leather Association in cooperation with New York shoe groups.

Final order of the International Commerce Commission, which originally established much higher shipping rates for shoes, was released this week, according to Maxwell Field, executive vice president of the Association.

"Slight increases in the two lowest weight categories were ordered which will be paid by the customers of member companies," Field pointed out.

The Association has engaged in efforts to prevent substantial trucking rate increases on shoes since 1950 when it went on record as opposing an ICC order raising rates.

## BEST CUSTOMER

### U. S. Largest Importer Of Tanning Materials

U. S. imports of tanning extracts and materials still continue among the world's largest, according to latest available figures.

For several years, the country has apparently followed a policy of stockpiling these imported materials. Unlike England and the other European countries, the U. S. still imports substantial quantities of crude tanning materials. Imports of myrobalans, valonia and wattle bark in recent years are indicated in the following table:

	Myro- alans	Valonia	Wattle Bark
	(tons)		
1949 .....	6,070	2,170	24,100
1950 .....	7,530	3,460	25,850
1951 .....	11,460	7,790	16,580
1952 .....	6,650	3,580	9,130
1953 .....	9,740	6,440	11,850

Since the total quantity of myrob-

alans exported from India from 1950-1953 averaged 36,000 tons per year, the U. S. took about one-fifth of this production while the United Kingdom took a little less.

The U. S. was the largest consumer in this period of crude valonia, aver-

aging 6,600 tons per year from 1951-1953. It also imports more crude wattle than any other Western country, averaging 12,500 tons per year over 1951-1953 as compared with less than 1,000 tons for the entire United Kingdom.

### Imports of Tanning Extracts into the United States

	(tons)				
	1949	1950	1951	1952	1953
Mangrove .....	1,870	2,350	2,610	3,280	3,320
Quebracho and Urunday .....	51,280	91,120	122,600	124,500	119,620
Chestnut .....	—	870	6,030	30,820	9,470
Valonia .....	480	160	2,510	540	900
Wattle .....	13,190	10,160	15,430	38,000	16,580
Myrobalan .....	30	20	200	160	360
Others .....	480	940	1,410	920	1,340
Total .....	67,330	105,620	150,790	198,200	152,590

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Irwin C. Wehmeyer,  
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Stephens Leather Co.,  
Los Angeles, Cal.

# GLEASON LEATHER CO.

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## NEW FACTOR

### East Africa Active In Hide Exports

East Africa, which exported a total of 258,119 hundred pounds of hides and skins during 1953, promises to maintain exports in the years ahead at similar high levels, according to the annual report of the East African hides, tanning and allied industries bureau.

The export total, out of total known production of 274,905 hundred pounds, was the country's second highest in history.

A rising takeoff and awareness of the local population of the value of hides, promises continued high level exports which may "stabilize at the very much higher levels" of the past few years, the report said.

During 1954 and 1955, the report adds, volume may not be too great, as drought forced heavy slaughter in 1953, which may cut into potential slaughter for 1954.

The report said prices have been holding up, and pointed to "a considerable takeoff" by Russia and other Iron Curtain countries, particularly from Argentina and South America. Another reason, the report said, was the heavy export of U. S. hides and skins.

### Industrial Leather Men Elect Smith President

J. N. Smith of E. F. Houghton Co., Philadelphia, Pa., has been elected president of the National Industrial Leather Association.

Other officers elected for the coming year include David S. Williams of Graton & Knight Co., Worcester, Mass., vice president; and A. B. Laurence of Laurence Belting Co., New York City, treasurer. E. R. Rath was reelected executive vice president and secretary.

Three new directors named to the board are: C. C. Bradbury of C. W. Marsh Co., Muskegon, Mich.; Lester H. Shingle of The Shingle Leather Co., Camden, N. J.; and David S. Williams.

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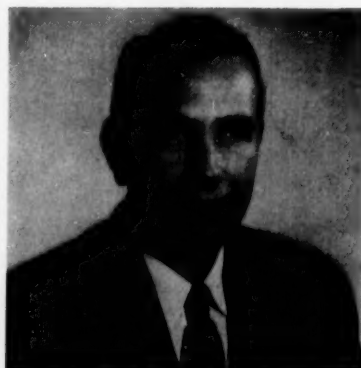
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ORVILLE T. BEACHLEY, formerly assistant comptroller of Olin Mathieson Chemical Corp., who has been named vice president of W. D. Byron & Sons, Inc., Williamsport, Md., tanner of top grain cowhides. Beachley joined Olin Mathieson in 1934, later published three weekly newspapers in Southwest Louisiana before rejoining the company in 1951. He has wide experience in the chemical and publishing fields. His father was sales manager of W. D. Byron for many years.

## **SAME PHILOSOPHY**

### **Byron Gray Bids For Canadian Cooperation**

Indications that the entry of International Shoe Co. into the Canadian shoe industry has been resented by the latter "have to some extent been dissipated," Byron A. Gray, chairman of International, told a large group of Canadian shoe officials this week.

Gray was a guest speaker at the 90th anniversary celebration of Canadian Last Co. held Nov. 16 in Preston, Ont., Canada.

The International Shoe chairman cited apparent changes of attitude toward the American company since it purchased Savage Shoes, Ltd., Canada's largest shoe manufacturer. "Someone in Canada must have viewed us with a suspicious attitude on first hearing that International Shoe Co. has acquired Savage Shoes, Ltd.," Gray said. "I don't know who the person was or what his impressions were, but whatever they were, they seem to have changed."

Gray quoted excerpts from an interview with Edgar E. Rand, president of International, which appeared in *Leather Life Daily*, Canadian trade paper.

He said one of the reasons that International purchased Savage was because its policies, methods and philosophy bore a close similarity to those of the United States firm. International proposes to continue these "without material change" except for possible expansion in the future.

"For years we have had the feeling that shoes made in the United States are not welcome in Canada and this because Canada set up trade restrictions which virtually say to United States made shoes, 'Keep Out.'"

"The warmth of your welcome has demonstrated that Canada's attitude was for economic reasons and that while you might not want your markets disturbed by shoes 'made by the foreigners on your south,' you hold no animosity toward the shoe makers of the United States. Your graciousness proves that fact. It is United States shoes you do not welcome in Canada but the shoe makers can be made welcome."

Gray compared the operating policies of both International and Savage, stressing the fact that both manufacture on a decentralized basis, depend upon individually-owned, independent retail stores to distribute their shoes. Savage has some 1,800 of these outlets while International has 30,000. In addition, International sells to large chains, department stores and all other classes of retailers who handle shoes.

He cited the independent retail shoe merchant as "one of the finest examples of the free enterprise system."

Canada is attractive to International, he said, because its present growth expansion and development rate is faster than that of any other country in the world. During 1941-1951 when the U. S. population rose 15 percent, that of Canada rose 22 percent. While retail sales in the States jumped 177 percent, they soared 210 percent in Canada.

Gray emphasized the need for product and market research and more aggressive merchandising to increase per capita consumption of shoes both in the U. S. and Canada. International has set up its own

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Market Research Department and Products and Process Development Division for this purpose. He said neither shoe manufacturers nor tanners as a whole are devoting enough time to these problems.

He pointed out that the purchase of Savage is International's "first manufacturing venture outside the United States." The St. Louis firm now operates 64 shoe factories, eight tanneries, four sole leather cutting plants, two plants for processing rubber soles and heels, a cotton textile mill and other shoe products manufacturing units. It operates plants in

65 cities and towns of the U. S. and Canada, employs 40,000 men and women.

### Name St. Louis Committees

Appointment of committees for the Ninth Fall Showing of the St. Louis Shoe Manufacturers Association was announced this week by Harry Bennisson, vice president and general manager of Hamilton Shoe Co. and general chairman of the 1955 show. The show will be held April 24-27

at the Jefferson, Lennox and Statler Hotels.

Bennisson will act as chairman of the Convention Committee. Sam Wolff of Wolff-Tober Shoe Mfg. Co. is co-chairman. The Housing Committee is headed by William Wolff of Wolff-Tober with James S. Legg of Keydays Shoes, Inc., as co-chairman.

Chairman of the Entertainment Committee is J. Roger Johansen of Johansen Bros. Shoe Co., with Edward Samuels of Samuels Shoe Co. as co-chairman.

The Shoe Show Directory Committee is headed by Don E. Short of International Shoe Co. and Arthur Clark of Hamilton Shoe Co. as chairman and co-chairman, respectively.

In charge of publicity are Roblee McCarthy of the Robin Hood Division, Brown Shoe Co., as chairman, and Ruth Klump, Valley Shoe Corp., as co-chairman.

### Wohl Shoe Reorganizes Wholesale Division

Wohl Shoe Co., subsidiary of Brown Shoe Co., of St. Louis, has announced a top-level reorganization of its wholesale division which services over 3,000 customers.



Eugene J. Roessel, former sales manager, has been promoted to the newly-created position of general manager. He will continue his duties as sales manager.

Named to two new posts of divisional sales manager were Richard Netteler, former assistant sales manager, and Thomas J. Gardner, former wholesale sales representative in eastern Washington, eastern Oregon, Idaho, Montana and northern Wyoming. Gardner will direct the newly-created Natural Poise Division.

Still another sales division is being planned, according to executive vice president Milton Frank.

## HOMASOTE

### HEELS *and* WEDGES

*by*

### SHOE PRODUCTS COMPANY

32-36 LYNCH ST., BROOKLYN 6, N. Y.

ONE OF THE HOMASOTE COMPANY'S  
AUTHORIZED AGENTS

OUR HEELS AND WEDGES ARE TURNED —  
MOLDED — SLOTTED — SCOOPED — TO YOUR  
EXACT SPECIFICATIONS . . . . PITCHED

BACK OR SIDE . . . . AS NEEDED.

FLATS, SLOTTED, SCOOPED  
OR ANY COMBINATION

HEIGHTS TO 10/8's

*Samples and Prices on request*

"Specialists in turning of Homasote Heel and Wedge Board"



## **COUNTER CLAIMS**

### **Brockton Cut Solers Seek 5% Pay Hike**

The annual Brockton parley on new contract terms swung into high this week as officials of the Cut Sole Local, Brotherhood of Shoe and Allied Craftsmen, and Associated Shoe Industries met Friday, Nov. 19, to talk it over.

The Cut Solers are demanding a five percent wage increase while manufacturers have countered with a proposal that the union reinstate wage rates effective May 1, 1953. Cut sole workers have been granted six and three-quarter percent wage increases since that date—five percent on May 1, 1953 and another one and three-quarter percent in Aug. of that year.

The union has also asked for payment on all holidays occurring during the five-day week, and an employer-paid insurance, accident, medical and death benefits program.

Walter T. Spicer, executive secretary of the Associated Shoe Industries, said employers are seeking a contract with no time limitations and are offering the union an escalator wage clause similar to that included in existing contracts between International and Brown Shoe Co.'s and the AFL and CIO shoe unions. The escalator clause provides for one cent hourly increase or decrease for each .08 rise or fall of the cost of living index.

Spicer added that the cut sole industry will not agree to insurance benefits when paid for entirely by manufacturers. He pointed out that the industry has been hard hit because of increased use of synthetic soles.

### **Complete Shoe Retailing**

One of the modern shoe retailer's greatest needs—an up-to-date book which sets forth methods of shoe buying and selling under today's complex conditions—has been filled with publication of "Modern Shoe Retailing" by The Shoe and Leather Record, Ltd. of London, England.

Written by Frederick H. Hardy, founder president of the London and

Southern Counties Shoe Retailers Association, the book discusses operation of a retail shoe store from choosing a location and setting up shop to types of footwear, foot anatomy and fitting, salesmanship and staff training, and sales promotion.

Also included are glossaries of shoe and leather trade terms, a short outline of shoe manufacturing methods and shoe constructions, shoe trade organizations, and descriptions of shoe measuring devices.

Of special value to the retailer are the 84 different illustrations showing a wide variety of fundamental shoe constructions and styles.

### **Brown Co. Asks Backing On Canadian Sale Plan**

Stockholders of Brown Co., Berlin, N. H., manufacturer of innersoles and wood products, have been asked to support proposed sale of Brown Corp., the company's Canadian subsidiary, to Canadian International Paper Co. for over \$40 million.

In a letter to stockholders, Laurence F. Whittemore, Brown president, urged that they do not give their proxies to Leopold A. Renaud of Montreal allowing Renaud to represent them at a stockholders meeting scheduled Nov. 19 for Portland, Me.

*THE BEST FOR LESS*

## **Demand Genuine Homasote Heelboard H.W.**

*Fills the casual need*

**Sold only through established  
heel manufacturers**

**2/8 TO 10/8**

**WEDGIES • SPRING HEELS • FORE PLATFORMS**

*The ultimate in consumer satisfaction*

**We would be glad to recommend  
a heel manufacturer**

**HOMASOTE COMPANY**  
**Trenton 3, New Jersey**

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Grabbing's a mighty unpleasant word to most of us most of the time. It's downright disturbing when it describes the action of a clutch in a sewing machine transmitter. Because a grabbing clutch can make a mess of short runs and sharp turns—as any operator who's ever grappled with this gremlin knows. Step on the treadle and it scoots off by itself carrying the machine through six or eight stitches whether you like it or not. Stitching control becomes a contest between the clutch and the operator's reflexes—which she seldom wins. That kind of clutch

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This is just one of many important money-saving features of the SINGER 52 and 53 transmitters that *no other sewing machine transmitters have*. Why not call or write SINGER right now to find out more about them.

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CLOUDS of TROUBLE**  
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**COMPOSITION BLOCKS & PADS**  
(BLOND OR BLACK)

**and NEW ERA SUPER WEAR BLOCKS**  
(BLACK ONLY)

**INDEPENDENT and NEW ERA DIES**  
Cutting • Perforating • Embossing • Marking  
**BEVERLY DIES too!**

No Better Combination to Show the Way to  
Longer Block Wear and Fewer Die Troubles

The Perfect Self Healing Blocks & Pads  
Any Desired Size in Black or Blonde



Try One or More Today  
and  
**BE CONVINCED!**

**INDEPENDENT DIE AND SUPPLY CO.**  
La Salle near Jefferson, St. Louis 4, Mo., Phone: Grand 2143  
Associate

**NEW ERA DIE CO.** Red Lion, York County, Penna.

Whittemore said that Renaud "states he favors the sale of the assets of Brown Corp., but reserves the right to vote otherwise. Although the company now has proxies enough to consummate the sale, your giving Mr. Renaud a substitute proxy might very well defeat the sale."

Whittemore also told the Berlin Chamber of Commerce that Brown Co. plans to spend up to \$10 million of the \$40 million it may receive for sale of Brown Corp. for improvement and expansion of Brown Co. properties in Berlin and nearby Gorham.

## United Holds Meeting To Discuss Changes

Representatives from each of the 13 district offices of United Shoe Machinery Corp. convened this week in Boston for a series of important meetings and discussions.

Familiarization of executive personnel with a number of fundamental changes to be instituted in United's business after the first of the year was the principal reason for the meeting, a company spokesman said.

USMC expects to announce sometime before Jan. 1 a new schedule of shoe machinery terms. These are in process of being revised to comply with court rulings resulting from the Government's anti-trust suit against United.

## Swift May Move Offices

Swift & Co. has named Albert L. Eviston, manager of three of its Chicago associated units, G. H. Hammond Co., Hammond Warehouse Co. and Arnold Brothers. Eviston joined the firm 41 years ago as a clerk in Kansas City and in recent years managed Swift plants in Cleveland and Los Angeles. Prior to his new position, he served as assistant to John Holme, president of Swift & Co.

Swift is reported considering removal of its general offices from 42nd St. and Packers Ave. in the stockyards to a site on the north side of Southwest highway, near 75th St. Although company spokesmen declined comment, it is reported that negotiations for the site on the highway have been completed with preliminary plans for a two-story office building. Only the company's general office personnel numbering around 2,000 would move to the new office, Chicago plant office personnel will remain in the stock yards.

## Urge Anti-Red Oaths For All Union Members

Union members, or at least those suspected of "Communistic leanings," may soon be required to sign non-Communist affidavits or face expulsion.

This is the idea of Maurice A. Hutcheson, president of the AFL Carpenters' Union. Hutcheson made the proposal during his remarks at the opening session of the union's general convention held this week in Cincinnati, Ohio. The big union holds its convention once every four years.

The United Brotherhood of Carpenters and Joiners of America has some 820,000 members in 2,903 locals over the United States and Canada and is second in size only to the AFL Teamsters Union.

"I believe local unions should be given the right to ask a member whose actions clearly arouse a suspicion of Communistic leanings to sign an affidavit certifying that he is not a member of the Communist party," Hutcheson said. "Refusal to sign such an affidavit could then be construed as clear evidence of guilt."

Since 1926 the carpenters have barred Communists from membership in the union. Hutcheson said no union carpenter has been found to be a Red.

## Vogue Praises 50c Shoes

The Nov. 15 issue of *Vogue*, top fashion magazine, devotes a full page to the campaign launched by Foster Parents' Plan, Inc., sponsoring 50-cent shoes for Korean children.

The organization, which has the backing of the National Association of Shoe Chain Stores, among others, calls for donations to provide Korean children with all-rubber shoes for wear during winter. The shoes, costing only 50 cents per pair, will be manufactured in Korea, passed out to native children to enable them to navigate better over the ice-caked slush of roadless Korea.

## Chain Shoe Sales Show Gains In October

Sales of the five leading retail shoe chains during Oct. showed impressive gains over results of the same month last year, a latest survey shows.

Overall, the five companies recorded a composite sales increase of

3.4 percent over Oct. 1953. Only one company showed a decline for the month.

Edison Bros. Stores of St. Louis reported its sales off 1.6 percent for the period. Largest increase came from Shoe Corp. of America, which showed a gain of 9.1 percent. Melville Shoe Corp. was up 6.2 percent. G. R. Kinney Co., up 1.7 percent, and A. S. Beck Shoe Corp., up 1.5 percent.

Sales of the five companies combined were off 0.4 percent for the first 10 months of 1954 as compared with a sales increase of 4.6 percent while Kinney followed with a gain of 2.0 percent. Edison showed a decline of 3.8 percent.

## Goodrich Votes Split

Directors of the B. F. Goodrich Company authorized a two-for-one split of the common stock and an 80 cent dividend for distribution on Dec. 31 to holders of record of Dec. 7.

The split will be accomplished by issuing one additional share of common stock of \$10 par value for each share outstanding on Dec. 14. Certificates for the additional shares will be distributed on or about Jan. 5, 1955, the company announced.

The latest declaration brings payments for 1954 to \$3.20 a share, compared with \$2.75 distributed in 1953.



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Our stainless steel tank trucks will be, most times, at your plant door the morning after your call for:

**QUEBRACHO EXTRACT • WAXES  
SULFONATED OILS • STUFFING  
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## MILITARY BUYING

### Invitations

**Luggage handles.** Signal Corps Supply Agency, 225 So. 18th St., Phila., Pa., has issued IFB 687-58 calling for 5,363 handles, leather, smooth, brown. Bid opening Dec. 9.

**Brief Cases.** The Contracting Officer, Wilkins AF Base, Shelby, Ohio, has issued IFB 59 calling for 14,770 brief cases, brown, leather, navigational type, MB-1. Bid opening Dec. 2, 1954.

**Combat Boots.** Negotiations will be conducted for an additional 169,320 prs. of boots, combat, man's, leather, russet, capped toe, rubber sole and heel under negotiated procurement. Delivery schedule: January-March 1955. This procurement is for the U. S. Army. Participation in said negotiations will be limited to small firms which have submitted a bid within 120 percent of the lowest responsive bid on Inv. for Bids QM-36-030-55-124 referred to above.

**Horsehide Leather.** Philadelphia Quartermaster Depot has issued IFB-QM-36-030-55-264 calling for 225 fronts, leather, horsehide, cream, medium weight,  $3\frac{1}{2}$  to 4 oz. In addition, 100 backs, leather, cattlehide, skirting, natural russet, 10 to 12 oz. and 576 fronts, leather, horsehide, cream, medium weight,  $3\frac{1}{2}$  to 4 oz. Bid opening Nov. 29, 1954.

**Cattlehide Leather.** Philadelphia Quartermaster Depot has issued IFB-QM-36-030-55-258 calling for 31,500 sq. ft. leather, cattlehide, full grain chrome tanned  $\frac{3}{64}$  inches to  $\frac{4}{64}$  inches thick, brown shade, No. 533, type 1, grade A. In addition, 1,900 sq. ft. leather, cattlehide, full grain chrome tanned  $\frac{2}{64}$  inch to  $\frac{3}{64}$  inch thick, brown shade No. 533, type 1, grade A. Both items for delivery to Wilkins AF Depot, Shelby, Ohio, and Cheli AF Depot, Maywood, Calif. Bid opening Nov. 29, 1954.

**Helmet liner bands.** The Purchasing & Contracting Depot, QM Purchasing Div., 1819 W. Pershing Road, Chicago 9, Ill., has issued IFB

152 calling for 96,480 bands, liner, helmet M-1, head, new type. Bid opening Dec. 7, 1954.

### Bids

**Horsehide leather.** The Illinois Glove Co., Champaign, Ill., was low bidder under Inv. No. 218 which opened at the Phila. QM Depot, calling for 60,100 sq. ft. of leather, horsehide, for flying clothing, chrome tanned, type 1, grade A, class 1,  $\frac{3}{64}$  inch thick, color, brown 533. Illinois Glove Co. quoted a unit price of .288 per sq. ft. delivered to both Wilkins AF Depot, Shelby, Ohio, and to Cheli AF Depot, Maywood, Calif.

**Strap leather.** The New Jersey Tanning Co., Newark, N. J., was low bidder under Inv. No. 222 which opened at the Phila. QM Depot, calling for 3 items of leather, Item 1, 2,100 sq. ft. of leather, cattlehide for straps, full grain, vegetable tanned, russet  $1\frac{1}{16}$  inch thick, selection D, type B, class 1 and for which the firm quoted a unit price of .299 per sq. ft. delivered to Wilkins AF Depot and a unit price of .307 per sq. ft. delivered to the Cheli AF Depot.

Item 2 called for 5,600 sq. ft. of leather, same as above but for thickness,  $\frac{1}{32}$  inch, selection C, and for which the firm quoted a unit price of .259 per sq. ft. delivered to Wilkins AF Depot and .267 per sq. ft. delivered to Cheli AF Depot.

Item 3 called for 19,800 sq. ft. leather, same,  $\frac{1}{16}$  inch thick, selection C, type B, class 1 and for which the N. J. Tanning Co. quoted a unit price of .279 per sq. ft. delivered to the Wilkins AF Depot and .287 per sq. ft. delivered to the Cheli AF Depot.

### Awards

**Combat boot award.** Philadelphia Quartermaster Depot, 2800 South 20th St., Phila. 45, Pa., has announced 4 awards on Inv. for Bids QM-36-030-55-124 covering boots, combat, man's, leather, russet, capped toe, rubber sole and heel, item 1, regular tariff sizes; item 2, supplemental tariff sizes as follows:

Belleville Shoe Co., Belleville, Ill., 18,000 pr. of item 1 at \$6.18 per pr.; A. S. Kreider & Son, Palmyra, Pa., 24,000 pr. of item 1 at \$6.09 per pr.; General Shoe Corp., Nashville, Tenn., 160,000 pr. of item 1 at \$5.90 per pr. and 8,112 pr. of item 2 at \$6.00 per pr.; Endicott-Johnson Corp., Endicott, N. Y., 136,568 pr. of item 1 at \$6.02 thru \$6.18 per pr.

over  
80%  
of the  
industry  
uses

**d r d**

The magical shoe last  
repair material made of a  
synthetic resinous compound.

PAULING RUBBER CORP., Pawling, N. Y.

SINCE 1883  
TANNERS OF  
QUALITY LEATHERS

**LICHTMAN**  
J.L.&S.  
**LEATHERS**  
NEWARK, N. J.  
Reg. U. S. Pat. Office  
J. LICHTMAN & SONS  
NEWARK 5, N. J.

**SWAGGER  
BUNK**  
REG. TRADE MARK

Complete Line of  
**BRUSHED LEATHERS**  
IN ALL POPULAR SHADES



## LEATHER MARKET REPORT

### Leather Prices Firm Billings Still Large

New Orders Fair To Good At Steady Prices  
Specialties And High Colors Still On March

**Sole Leather tanners smug.** See beginnings of satisfactory business in more widespread inquiries. Substantial orders not yet evident but more people in more firms ask prices. Fewer concessions made.

A firm 63c and down asked for best light bends. Good 8-9 iron bends quoted at 55c and down with 53c and down the average. Up to about 48c asked for 9-10 irons and about 46c and down for over ten irons.

**Sole Leather Offal stronger.** Bellies in much stronger position and prices quoted usually obtained. Up to 27c asked for very best bellies with 25-26c the usual trading area. Single shoulders with heads on quoted at 36-37c. With heads off up to about 40c quoted.

Double rough shoulders bring 42c and down here, 44c and down there. Selected bring all the way up to about 46c.

**Calf run continues.** Prices very strong as raw material holds to recent advances. Billings running ahead of last season by wide margin. Prognostications of stylists indicate good calf business well into 1955. In spite of steady to stronger demand, men's weights still have the old problem of low grades. Kips still

offer makers of lower priced shoes irresistible price advantage.

Men's best tannages bring about \$1.00 and down. Volume tannages offer top grades at about 85c and down.

Women's weights bring a firm 92c and down for small skin leather, up to about 87c for regular skins. Volume tannages in women's weights quote about 80c and down.

**Sheep generally unchanged.** Softer prices of recent weeks firmed last week, held steady this week.

Up to about 23c asked for russet boot linings. Most trading done nearer 20c. While best shoe linings ask about 22c and down, 15-19c is the busy area. Colored vegetable linings get fair to good play at 25c and down with 23c the usual top. Chrome linings busy at 28c and down, get moderate call at 30c and down.

**Side Leathers firm to strong.** Steady hide prices with poorer hides coming along points way for tanners and prices quoted are not often shaded. Steady shipments and good billings the general rule. Grains and other specialties getting more attention.

Best combination tanned kips bring about 50c and down for heavy leather, slightly lower for lights.

### Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1953 HIGH
CALF (Men's HM)	58-99	58-99	73-1.06	95-1.20
CALF (Women's)	53-93	53-93	62-1.03	80-1.03
CALF SUEDE	70-1.00	70-1.00	60-1.00	85-1.10
KID (Black Glazed)	55-90	55-90	55-90	75-90
KID SUEDE	40-90	40-90	48-91	80-96
PATENT (Extreme)	46-56	46-56	55-60	60-64
SHEEP (Russet Linings)	15-23	15-23	16-27	18-32
KIPS (Combination)	45-50	45-50	52-56	64-68
EXTREMES (Combination)	43-48	43-48	48-52	56-59
WORK ELK (Corrected)	31-35	31-35	37-41	38-45
SOLE (Light Bends)	61-63	62-66	65-68	68-72
BELLIES	24-25	25-26	27-29	26-28
SHOULDERS (Dbl. Rgh.)	40-44	42-46	51-53	51-56
SPLITS (Lt. Suede)	30-36	32-38	30-35	35-39
SPLITS (Finished Linings)	17-22	17-22	17-22	24-26
WELTING (1/2 x 1/4)	6 1/4	6 1/4	7 1/2	8
LIGHT NATIVE COWS	13 1/2-14 1/2	12 1/2-13	15-16	20 1/2

All prices quoted are the range on best selection of standard tannages using quality rawstock.

it's time to  
**REORDER**



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SHOULDERS

BELLIES

CUT STOCK

Also Specialties  
Leathers for Belting,  
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**EBERLE**  
TANNING CO.  
WESTFIELD,  
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Genuine leather is your best bet!

from the GOLDEN STATE

come  
**GOLDEN  
VALUES**  
in  
**GLOVE  
TANNAGE  
SIDES . . .**  
**CHROME  
SPLITS**

finished for  
uppers, and  
**SOFT, colorful  
ANILINE  
COWHIDE**

*Los Angeles*

**TANNING COMPANY**  
4101 WHITESIDE STREET  
LOS ANGELES 63

**SPECIALISTS in SPLITS**

**SUEDE LININGS  
SOLE & GUSSET**

GLOVE LEATHERS  
HORSEHIDES  
COWHIDES  
SHANKS  
BELLIES  
DEERSKINS  
MOCCASIN COWHIDE

**A.L. GEBHARDT CO.**  
416 N. WATER ST., MILWAUKEE 1, WIS.  
PHONE DALY 8-6919  
GEBHARDT VOGEL TANNING CO.  
706 W. OREGON ST. MILWAUKEE

Best extremes quoted at about 43c and down with a few cents less asked for less desirable tannages. Up to about 38c asked for best heavy large leather while average leather brings about 34c and down.

**Splits face same old problems.** While one type of split leather is in strong demand, others are sadly neglected. Linings still the big item. Finished linings quoted at 18-22c by some, 16-20c by others and 15-19c by still others. Finest suede linings quoted at 26c and down for pastel shades, about 24c and down for greys. Volume trading in suede linings continues at 16-22c.

Heavy outside suedes get fair call in whites at about 38c and down with up to 40c asked for best. Blacks and ordinary colors bring about 36c and down for best. Light suedes at 36c and down for best and 34c and down for others get very little business. Sole splits get better attention at unchanged prices.

**Glove leathers steady.** Glove manufacturers report a rush of orders for all types of gloves but none of them can be filled. Time has run out on goods for Christmas delivery.

Fairly good "fill-in" business on leather. Orders small but total is worth while.

Prices steady. Pigskins sell in all grades from 70c down. Cabrettas firm and one tanner is contemplating raising prices.

Domestic prices off. One tanner offering a pigtex grade at 17½c. Iranians steady and demand is fair. Light weights sell well at 17c and 21c. Demand for grey suedes has fallen off. Prices quoted are from 34c down.

**Work glove uninspired.** Some tanners busy making deliveries on old orders obtained a few weeks back and looking about for new business. Of late, buyers have been somewhat cautious.

Work glove splits of LM weight steady at 12-13c for No. 1 grade, 11-12c for No. 2 grade and 10-11c for No. 3 grade. M weight of No. 1 grade remains at 13-14c, No. 2 at 12-13c and No. 3 at 11-12c.

**Garment active.** Competitive pricing of sheepskins garment leather brings in substantial volume of business booked at lower levels reported last week.

Best tannages of suede range 28-29c and down but ordinary leather

in the volume grades sold in good quantities down to as low as 22c. In some quarters, good tannages of suede now quoted from 26-28c and down. Grain finish was quoted at 25-26c and down, as to tannages.

Lower prices on sheepskin varieties had some effect upon other types of garment leather. Demand for cowhide garment leather less keen and good tannages considered only steady at 30-32c.

Interest in horsehides garment leather at last prices of 32-33c and down also not brisk.

**Bag, case and strap languid.** Some fill-in orders were being placed. Manufacturers apparently receiving some reorders for finished product calling for quick delivery in time for the Christmas holiday season as well as for winter resort business.

Case leather of 2-2½ ounce ranged 42-43c and 3-3½ ounce at 43-44c. Grade A russet strap leather of 4/5 ounce quoted around 50c, 5/6 ounce 52c, 6/7 ounce 54c, 7/8 ounce 56c, 8/9 ounce at 58c, 9/10 ounce at 61c and 10/11 ounce at 64c.

Grade B prices 2-3c less and Grade C prices 5-6c under the above

**A H ROSS & SONS**

Since 1888  
Specialty Leathers  
Side—Horse  
Well known Tannages

**KLENZETTE  
ANILETTE  
ROSS-ETTE**  
and the popular

**ORIGINAL  
GENUINE  
Kleenette  
WASHABLE  
LEATHER**

This tag attached to shoes  
approx. with Kleenette

**A. H. Ross & Sons Co.**  
Chicago 22, Illinois

63



## Heavy Hide Stocks Force Packers To Keep Selling But Prices Steady

Tanners Appear Willing To Buy But Show Resistance To Attempts At Price Boosts

**Packer hides moving.** Some tanner interest developed again and along with the demand from dealers and exchange traders, packers able to find sufficient outlets for their hides at steady prices.

At the opening of the week, a strong and advancing hide futures market caused some packers to think in terms of advances for their hides but the reaction on the exchange the next day tended to make buyers more cautious. As a result, big packers were satisfied to book a substantial volume of business at mostly unchanged prices.

Traders have plenty of hides to offer at resale on a declining futures market, many of their hedgings involving best quality summer hides which tanners would not hesitate to buy if obtainable on a par or under the big packer spot market. Current offerings from big packers running poorer quality as they involve Nov. forward hides which are longer haired and contain more grubs.

Several big packers sold freely and moved over 50,000 hides up to mid-week with prospects pointing to-

ward an additional 50,000 selling by the end of the period. One big packer in particular, a free seller, on Tuesday, selling 30,000 hides consisting of heavy native steers at 12c for river points and 12½c for Chicago production; butt branded steers at 10½c, Colorado steers at 10c; river heavy native cows at 12c, northern branded cows at 10½c and light native cows at 13½c for northerns and 14c for rivers. This packer also sold a car of Kansas City light average light cows at a half cent premium or 14½c.

Other big packers followed along at these prices, moving most selections at the steady prices. One packer included 3,000 light native steers at 14-14½c as to points. Latest reported sale of light branded steers involved 1,400 light Texas at 12c. Chicago and St. Paul bulls brought 9c for native and 8c for branded.

**Independents follow.** A large Iowa packer sold 1,200 Sioux Falls

heavy native cows at 12c and 1,000 light native steers at 14c. Minnesota packer sold 1,350 heavy native cows at 12c. These prices steady and in line with the trading done in big four packer market this week.

A New York packer sold a couple cars of southeastern light hides at 15c for natives and 13c for brands. Baltimore light hides sold at 14½c and 12½c and Harrisburg light hides at 14¼c and 12¼c while Halsted native cows brought 14c for lights and 12c for heavies.

New York and Pittsburgh branded steers brought 10½c for butts and 10c for Colorados.

**Small packers strong.** However, tanner resistance to higher asking prices in evidence and when hide futures softened with big packer sales at steady prices, some sellers more willing to go along at best prices last realized.

Light southwestern hides such as Texas 38-39 lb. avg. which brought up to 14½c and 40-42 lb. avg. which sold up to 14c flat fob. shipping points obtainable at these prices and not selling very fast.

Midwestern small packer 48-50 lb. avg. hides were quoted at last paid prices of 12½-13c and 50-52 lb. avg. at 12-12½c selected fob. shipping points, as to quality, freight considerations, etc. Heavier stock averaging 54-55 lbs. brought up to 12c



Don't fall for that one, chum, that's their old Aunt Maggie! She doesn't know about CONTROLLED PENETRATION of tannery oils by Solum Oil & Grease Co. to make better leather for greater sales.

### HIDE FUTURES

	Close Nov. 18	Close Nov. 10	High for Week	Low for Week	Net Change
January .....	12.67T	12.75T	13.09	12.55	-08
April .....	13.34T	13.37T	13.80	13.17	-05
July .....	13.95B	13.93B	14.33	13.77	+02
October .....	14.44B	14.42B	14.60	14.25	+02
January .....	14.82B	14.78B	—	—	+04
April .....	15.17B	15.13B	—	—	+04

Total Sales: 402 Lots

### HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers .....	12 -12½	12 -12½	11 -11½	15 -15½
Light native steers .....	14 -14½	14	13	16½-17
Ex. light native steers .....	19½N	19½N	19	19½
Heavy native cows .....	12 -12½	12 -12½	11 -11½	15 -15½
Light native cows .....	13½-14	13½-14	12½-13	16
Heavy Texas steers .....	10½	10½	9½	13
Butt branded steers .....	10½	10½	9½	13
Light Texas steers .....	12	11½	10½	14
Ex. light Texas steers .....	15N	14½-15N	14N	15½
Colorado steers .....	10	10	9	12
Branded cows .....	10½-11	10½-11	9½-10	13 -13½
Native bulls .....	9	8½	8 - 8½	11 -11½
Branded bulls .....	8	7½	7 - 7½	10 -10½
Packer calfskins .....	27½-40	27½-40	27½-37½	45 -50
Packer kipskins .....	22 -23½	21½-23½	21 -22½	25 -31

NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.



selected fob, but more were reported obtainable on that basis.

Small packer bulls, depending upon average weights, offered at 7½-8c but buyers talked 7-7¼c.

**Country hides hold.** Some additional business in mixed 48-50 lb. avg. country hides comprised of locker-butcher and renderer hides reported at 8½c flat trimmed fob, moderate freight points. More were obtainable on that basis at mid-week and there was talk this price might be shaded a half cent for distantly located material with high freight.

Locker-butcher hides alone averaging 48-50 lbs. offered at last paid basis of 9½c but buyers named ideas around 9c fob. Light locker-butcher hides, however, brought 10c for 42-43 lb. avg. Glue hides in carlots remained around 6½-7c and country bulls at 5c for carlots, fob. shipping points.

**Calf and kip firm.** Big packers have found kip and overweights in good demand with export outlets showing continued interest.

Sale of 2,000 kip at 23½c while 2,000 Chicago and 1,500 Omaha overweights sold at 23c. Further movement of southwesterns involving 3,000 Fort Worth kip at 23c and 2,500 Lake Charles kip and overweights at 23c and 22c respectively, registering a half cent advance on the latter.

Meanwhile, no new offerings of northern calf and packers, claiming to be sold up, reported bids at last prices of 35c for heavy and 40c for light northern calf. St. Louis heavy calf last brought 27½c. Reported, however, that more St. Louis heavies could be bought at 27½c as well as river points.

St. Louis-River light calf nominal at 35c. About 5/6,000 packer regular slunks were sold at \$1.65 and 2,000 large hairless sold at 85c. Small packer skins quoted at 24-25c for northern allweight calf and 17-18c for kip. Country calf last sold at 17c and kip at 12c for carload lots.

**Horsehides better.** More purchases of good northern slaughterer horsehides at recently quoted top prices of \$6.50 trimmed and \$7.50 untrimmed fob. shipping points.

Scattered movement of cut stock, northern fronts firming at \$4.00-4.25. Butts unchanged at \$3.50-3.60 basis 22 inches and up.

**Sheep pelts spasmodic.** No. 1 shearlings continue around \$2.25-2.50, No. 2s at \$1.20 and No. 3s quiet and holding around 75c.

A sale of west coast No. 1s reported at \$2.60 for good quality in combination with some clips at \$3.00. Midwestern clips held at last prices of \$3.25-3.35. Some business in packer Nov. lamb pelts again at \$2.70 per cwt. liveweight basis. Full wool dry pelts at 27-28c but buyers were not showing very much interest.

Pickled skins unchanged and prices quoted ranged \$6.50 to \$7.25 per dozen as to sellers and lots involved.

**Dry Sheepskins lack zip.** Some Nigerian sheepskins offered at 52c per lb., basis prime Kanos.

Still difficult to obtain offerings of Brazil cabrettas as available supplies small and Europe continues to better our prices. Last confirmed sales at \$13.00 fob. for regulars and \$15.25 fob. for specials. Europe operating in Cape gloves at 147 shillings 6 pence.

Not much change in wool sheepskin markets. At the latest Australian auctions, Melbourne market generally one to three pence lower with two thirds wool and up most affected. No sales at Sydney. Shearlings slow and nominal.



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**Pickled skins hold.** Although additional sales of New Zealand new season North Island lambs to U. S. difficult to confirm following the one lot of "HBM" at 34 shillings, interest has broadened out in Europe and some fair sized movement noted at from 36-40 shillings.

No particular change in the Iranian pickled sheepskin market. Only odd-lot sales passing and market nominally quoted around \$11-11.50 per dozen for good lots. Domestic market nominally unchanged at \$6.50-7.25 per dozen, depending

upon lots, as based on last confirmed sales.

**Reptiles at odds.** Buyers getting more selective, especially on delivery dates. Most shippers are now trying to make later shipment but buyers want skins to arrive in time for the spring season.

No skins or export licenses issued for Argentine back cut lizards but report of some business at \$1.10 fob. for 25 centimeters and up. No demand for ring lizards although pri-

mary markets have firmed up and shippers have advanced their asking prices on Siam and Java skins.

India market moderately active on wet salted back cut Agra lizards with sales of 9 inches up, averaging 10 inches, 80/20 selections, at 28c and 10 inches up, averaging 11 inches, at 34c. Some shippers have firmed up in their asking prices, naming 30c and 38c respectively. Best bids on the 8 inches up, averaging 9 inches, 16c although there had been some sales at 17c but higher now asked.

Some business of wet salted Calcutta oval grain lizards, 40/40/20 assortment, 80/20 selection, at 17c. Offerings of wet salted Bengal belly cut lizards but asking prices too high for this market. Some offerings of Madras bark tanned whips 4 inches up, averaging 4½ inches, combined with 4½ inches averaging 4¾ inches, 70/30 selection, at 37c.

**Deerskins advance.** Following sales of wet salted western (domestic) deerskins at \$1.50-1.60, market firmed up somewhat and sellers now trying for advances. No sales confirmed of New York State or Maine skins but market considered around the western levels.

Canadian skins held at \$2-2.10 against bids of \$1.85. Foreign skins firm with shippers of New Zealand holding for 75c cif. and buyers' ideas not over 70c.

Brazil 'jacks' selling at 74c basis manufacturers with unconfirmed reports of some sales at better levels. Asking 66c fob., basis importers, for Peruvian 'jacks.'

**Pigskins perk up.** More interest developing, especially for grey peccaries, with spot skins still in principal demand. A little more business in Para grey peccaries at \$1.50 fob. and blacks at 85c fob., basis importers. Asking \$1.90 fob. for Peruvian grey peccaries and 95c fob. for blacks.

Bolivian peccaries on spot salable around last trading levels but shippers have since firmed up.

Dry Caco carpinchos selling at \$2.05-2.10 fob. while wet salted capivaras offered at \$1.30 fob. and no takers. No change in the European situation.

*Italian*



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Special Representative C. Warner Davis

# PEOPLE

*About industry personalities coast to coast*

• **Raymond B. Shlora** of Montreal, Canada, has been elected vice president of H. H. Brown Shoe Co., Inc., Worcester shoe firm. He was also named vice president of H. H. Brown Shoe Co. (Canada) Ltd., of Richmond, Quebec, Brown's Canadian subsidiary. Shlora has served in various executive capacities with the Brown firm and was named manager of the Canadian company at its inception in Jan. 1953.

• **David W. Saifer** has resigned as general manager of Tober-Saifer Shoe Mfg. Co., St. Louis, after 16 years

with the firm. He has not revealed his plans for the future. Saifer is a brother of Alfred Saifer, former president of the firm who retired 10 years ago.

• **John Eminian** is now stitching room foreman with Fenton Shoe and **Gerald Trask** is cutting room foreman.

• **Richard McLean** has joined the sales staff of Jones & Vining, Inc., Brockton, Mass., last manufacturer. He will cover the shoe trade in New England and New York State.

• **Bruce Travers** has taken over the duties of **Herschel Sternlieb** at **Phillips-Premier Corp.**, Boston shoe fabrics distributor. He was recently associated with Griess-Pfleger Tanning Co. Sternlieb has been named president of **R. L. Davidoff Co., Inc.**, newly-organized shoe fabrics distributor in Boston. Davidoff was New England and New York State sales agent for Phillips-Premier.

• **James Tiece** is now packing room foreman with Kesslen Shoe Co. of Kennebunk, Me. **Meyer Brenner** is quality man in the stitching room.

• **Miss Enid Nemy** has been appointed fashion director and coordinator of Collis Leather Co., Ltd., of Aurora, Ont., Canada. Both positions are newly-created for Miss Nemy, who has been active in the fashion and textile field for some time. She has been a newspaperwoman and radio commentator in Canada and elsewhere for several years.

• **H. Shimer Aronson** has been named vice president of Air-Tred Shoe Co., Auburn, Me., shoe manufacturer. He takes over the duties of **Grover W. Chady** who has resigned.

• **Edmund G. Nagle** has been appointed sales manager of manufacturers' products for the footwear and general products division of U. S. Rubber Co. in New York.

• **Walter Kramer** has resigned as Eastern sales representative for Flagg Tanning Corp. of Milwaukee. He continues as sales agent for Eagle-Flagg Tanning Corp. with offices at 154 Nassau St., New York City.

• **Armand Bologna** is now foreman at Maribelle Shoe Co. in Haverhill. Bologna was formerly foreman at Barr & Bloomfield in Seabrook, N. H.

• **Robert C. Erb**, president of J. F. McElwain Co., Nashua, N. H., has been appointed chairman of the Technical Committee for the current year by the National Shoe Manufacturers Association. He succeeds **Allen Cadwell**, executive vice president of Freeman Shoe Corp.

• **Richard Rice**, formerly of Mutual Leather Co. in New England, is now covering the North Shore for Geilich Tanning Co. of Taunton, Mass.

• **Gale Fitch**, retired hide buyer of Wilson & Co., Chicago packer, was tendered a testimonial dinner at the Stock Yards Inn Nov. 10 by Chicago hide brokers.

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Liebman & Cumming, San Francisco, Calif.

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Allen Leather Co., St. Louis, Mo.

W. H. Grafe, Cincinnati, Ohio

Chicago Tanning Co., Chicago, Ill.

John G. Mahler Co., Dallas, Texas

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**SAMPLES ON REQUEST**

# NEWS QUICKS

About industry happenings coast to coast

## Delaware

• **Storm's Shoes, Inc.**, Wilmington family footwear retail chain, has opened a third unit in the Wilmington Merchandise Mart.

• **Lincoln Tanning Corp.** has been organized as a Delaware Corporation. The firm has purchased buildings, machinery and assets of Lincoln Tanning Co. Samuel Livingstone is listed as principal along with a group of associates interested in securities. Personnel of the former Lincoln Tanning Co. have been hired to produce high grade kips, extremes, sides and splits in combination elk and glove tannages. The plant will be managed by Samuel J. Katz and sales will come under the direction of Phillip and I. R. Forrest. Existing sales agencies of Lincoln Tanning Co. will retain a similar capacity with the new firm, which is producing approximately 25,000 feet of leather daily.

## Georgia

• The **Southeast Shoe Travelers** will hold its annual showing of fall footwear May 8-11, 1955, in Atlanta. This is a week later than the show is usually held and a week prior to the Dallas shoe show.

## Illinois

• **L. Baron of Baron Shoe Store** in Chicago was lucky winner of a B. F. Goodrich tubeless Life-Saver puncture-proof tire at the Shoe Fair in Chicago. Baron guessed there are 225 nails in the tire. Actual count is 224 nails.

## Indiana

• **Mishawaka Rubber & Woolen Mfg. Co.** of Mishawaka has named Campbell-Mithum to handle its advertising account rather than Fletcher D. Richards, New York agency which handles the account of U. S. Rubber Co., Mishawaka's parent company.

The two firms are now competitive in several lines.

## Massachusetts

• **Korn Leather Co.** of Peabody has developed a new kip tannage to meet growing demand for better quality in children's and professional shoes. Known as the Hardy line, the new leather will include full and corrected kips in smooth and boarded finishes. White will be featured along with selected seasonal colors. Harry Salloway, general manager of Korn, reports the company is having a record run on white sides and extremes.

• Three shoe firms have filed a \$500,000 suit against **Pierce & Stevens, Inc.**, Worcester manufacturer of materials for cemented shoes. The plaintiffs, who charge that adhesives they purchased from Pierce & Stevens were not as represented and warranted, are **Bee Bee Shoe Co.** and **Buskens, Inc.**, both of New Hampshire, and **Marilyn Sandal Corp.** of Massachusetts. All companies claim they were forced to repurchase thousands of shoes from customers who found the shoes defective.

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**Leather Co.**, Boston, for the three months ended Sept. 30 were \$2,921,-303 as compared with net sales of \$3,568,839 in the corresponding 1953 period. Net income for the 1954 quarter was \$37,796 equal to 23 cents a common share as against net income of \$246,699 equal to \$1.49 a common share last year.

• **Hebb Leather Co.** of Boston is offering shoe manufacturers two new crushed leathers for lined and unlined dress, casual and dressy casual footwear. Called "Piccadilly" and "Regent," the two leathers are available in extreme sides and in a range of popular weights and extreme colors.

• Members of District 50, United Mine Workers of America, local at **R. J. Widen Tanning Co.** in North Adams held their seventh annual diner-dance last week in Clarksburg.

• **American Hide and Leather Co.**, Boston, has introduced a new line of calf leather with a soft, satin patina finish. Called "Patina Calf," the new line comes in eight colors—pastels and neutral beige, silver and bronze. Factory-tested and wear-tested, the leather retains its soft, satiny finish (which is not a lacquered

finish) throughout the many shoe-making operations. The finish is enhanced by cleaning with liquid wax polish.

### Missouri

• **International Shoe Co.** will close its **Kirksville** shoe factory for inventory during the week of Nov. 22-30, according to E. H. Thoeke, plant superintendent. The plant will open on Dec. 1 at its usual production level. International is also moving its **St. Charles** Distribution Unit from its present location at 1300 N. Olive St. to the former St. Charles shoe factory at 521 S. Fourth St. where 100,000 square feet of floor space is available.

• **Thomas B. Harvey Leather Co.** of Philadelphia has been issued certificate to do business in Missouri. Papers filed with the Missouri Secretary of State estimate a gross business of \$2,302,857 for the next 12 months, including sales of \$326,734 in Missouri. James Foley is in charge of the Missouri offices at 1604 Locust St., St. Louis. T. B. Harvey is president of the firm.

• **Brown Shoe Co.** of St. Louis re-

cently presented certificate to **Folk and Campbell Shoe Store** of Reno, Nevada, commemorating 30 years of business relationship. The three-decade partnership began as a Brown Franchise dealership in Sept., 1924.

• **Edison Bros. Stores, Inc.**, has signed leases for four additional ladies' shoe stores to be opened in the St. Louis area. This will bring the firm's total of women's outlets in St. Louis to seven. Three of the new stores will be Baker's shoe stores and the other a Burt's. One will be opened next spring, another in early fall, and the remaining two at the end of 1955. Edison now operates 250 ladies' shoe stores in 38 states and the District of Columbia.

### Mississippi

• Operations at the new **Swift & Co.** packing plant in Jackson have begun, it is reported. Rated capacity of the plant is 1,000 cattle per week and 1,200 calves.

### Nebraska

• Board of directors of **J. M. McDonald Co.**, Hastings general merchandise chain, and **W. W.**

# 1 Coat

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NATURAL FEEL with,  
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Virtue, Inc., of Wichita, Kan., have voted to merge the two firms under leadership of J. M. McDonald, Sr., chairman, and J. M. McDonald, Jr., president, it is reported.

### New Jersey

• **Barney Worthman, Inc.**, has been organized in Paterson by Barney Worthman to make women's sandals and casuals. Operations are scheduled to begin about mid-Dec.

• Employees of **Federal Leather Co.**, Belleville, have accepted a company offer of a five cents hourly wage increase and returned to work after a two-day wage dispute. About 550 members of Local 1932, CIO Textile Workers Union of America were involved. The union had demanded a 10 cents hourly pay increase.

### New York

• **G. R. Kinney Co., Inc.**, New York retail shoe chain, has named **Anderson & Cairns, Inc.**, to handle the firm's advertising, beginning Jan. 1, 1955. Thomas F. Garbett has been named account executive.

• **Alert Shoe Corp.**, recently-or-

ganized New York shoe firm, is scheduled to begin operations shortly. In charge is **Fred Silberman**, formerly associated with Quality Maid Footwear, Inc. The new firm has acquired facilities of Vidi Fashions, Inc.

• Answers to many everyday foreign trade problems are contained in the newly-revised **World Trade Data Booklet** now available at Exporters' Digest of New York City. Included in the booklet is the Fifth Annual Study of Credit Terms granted by U. S. exporters to customers abroad. The booklet also presents in chart form a wealth of information on mail, telephone, radio and cable message rates and regulations, do's and don't's for the new exporter, etc.

• **Donovan Industries, Inc.**, of New York is offering a new handloomed suede called "Tapestry" in all colors and patterns. The new leather is priced at \$3.10 per square foot and can be sprayed with primol or backed by shoe manufacturers.

• **Studio Footwear, Inc.**, has been organized to handle footwear in New York City. Donald A. Schlessel is listed as principal.

• **Frank Gegler Co., Inc.**, has been organized to handle hides and leathers at 275 Church St., New York City.

• Flash fire recently damaged factory and equipment of **Twentieth Century Shoe Corp.**, Brooklyn women's shoe manufacturer.

• **Tip-Top Footwear Corp.**, recently organized Brooklyn firm, will occupy factory of Greene Slipper Co., Inc., of Brooklyn. Tip-Top will make children's stitchdowns.

• Employees of **Endicott-Johnson Corp.**, Endicott, will have a paid holiday on Thanksgiving Day this year but will return to their jobs on Friday, Nov. 26. In past years the company has often remained closed until the following Monday, especially when work was slack. Charles F. Johnson, Jr., president, reports that orders have improved enough to justify working on Friday.

### Pennsylvania

• **Benjamin Marcus, Inc.**, Philadelphia retail women's and children's shoe chain, is reported to have sold its shoe departments to Franklin

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BOSTON STORE

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**Simon**, division of City Specialty Stores, Inc., New York.

- A freak flood caused damages estimated at \$50,000 to the Gunnison Tannery south of Girard. The flood occurred when a 70-foot-high earthen retaining wall of an artificial lake on the John Yuhas farm gave way, unleashing a 30-foot-high torrent of water. No one was injured.

The tannery's elaborate pumping system with several high-priced electric pumps was destroyed. Water pumped from Brady Run is used in the operation of the tannery. Also destroyed was the sewage disposal system of the tannery with its settling basins and four huge settling tanks.

- Business of **Saul Camitta**, Philadelphia shoe jobber, has been discontinued and Saul Camitta, owner, has joined the firm of Dan Camitta & Sons, New York shoe wholesaler.

- Registration certificate has been filed by Raymond Lieberman and Ida Kibrick to trade as **L. & L. Manufacturing Co.** at 1201 Chestnut St., Philadelphia. The firm will manufacture leather novelties.

### Tennessee

- **Sheffield Shoe Co.** is opening a

new plant in Martin where it will make infants', children's and misses' shoes, according to W. L. Collins, president of the firm which has headquarters in Sheffield, Ala. Collins explained the move as an expansion rather than part of any plan to move operations from Sheffield. Production at the rate of 3,000 pairs daily is expected to begin about mid-Feb.

### Texas

- **Consolidated Handbags, Inc.** of Dallas has opened a new building at 1025 Slocum St. in that city. Open house was held Nov. 10 with guests invited from a six-state area.

## CANADIAN NOTES

- **Davis Leather Co., Ltd.** of Montreal reports the following: "Conditions do not warrant declaration of the usual quarterly dividend of 37½ cents per share on the Class A. shares payable Dec. 1, 1954." The previous quarterly dividend on this stock was also omitted. Last payment was 37½ cents on June 1, 1954.

- Sales of Canadian **retail shoe stores** fell 4.6% in dollar volume during the first eight months of 1954 in contrast to 1953. This includes losses in all provinces, such as a drop of 0.9% in the Atlantic Provinces of Prince Edward Island, Nova Scotia, New Brunswick and Newfoundland; 3.1% in Alberta; 3.2% in Ontario; 3.5% in British Columbia; 4.1% in Manitoba, and 8% in Quebec.

Shoe store sales dropped 12.5% in August as against the preceding month and toppled 8.4% as compared with same month last year.

- Sales of Canadian **chain shoe stores** dropped to \$2,818,000 in August in contrast to \$3,048,000 in the same month last year, a loss of 7.5%. Value of stocks in such stores advanced to \$20,780,000 in this period as compared with \$19,609,000 a year ago, up 6%.

- Trade between **Sweden** and Canada is expected to be stepped up since Sweden has opened wide its import doors to Canadian shipments, including hides.


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Finest quality grains for men's shoes in  
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2013 ELSTON AVENUE • CHICAGO, 14

NEW YORK, 38  
HERMANN LOEWENSTEIN, INC.  
88 FERRY ST.

BOSTON, 11  
KAYE & BARNES, INC.  
93 SOUTH ST.



**Real White SHEEP**

**Actually Tanned WHITE—Not Bleached**

**THOMAS A. O'KEEFE**

EST. 1907

**LEATHER COMPANY**

4 GOODHUE ST.

SALEM, MASS.

**Also . . . General Line of SHEEPSKINS for** SHOE AND GARMENT TRADERS

**Suede**  
**worth the difference**

**SLATTERY BROS. TANNING CO.**  
210 South St. Boston 11, Mass.

## Deaths

**Benjamin S. Stone . . . 64, leather executive,** died Nov. 13 in Brockton (Mass.) Hospital after a six-months illness. Active in the New England leather industry for many years, he retired in 1948 after a 25-year association with his brother, Joseph, in the Joseph Stone Cut Sole Co. At the time of his death, he was treasurer of Stone Recreation, Inc. of Taunton, Mass., and a member of Congregation Agudas Achim, the Jewish War Veterans, St. George Lodge, AF & AM, and Aleppo Temple, Boston. Surviving are his wife, Agnes; two sons, Milton E. and Samuel I., and two brothers, Joseph and Abraham C.

**J. Edgar Parker . . . 79, shoe executive,** died Nov. 12 at his home in Swampscott, Mass. He was former president of Humphrey & Parker, Lynn, Mass., slipper manufacturer, and had been active in the shoe trade for many years. He retired from Humphrey & Parker in 1952. He was past president of the Philanthropic Lodge, AF & AM. He leaves his wife, Edith L.; two sons, Philip E. and James D.; and two grandsons.

**Alfred K. Andrews . . . 83, shoe executive,** died recently at his home in Littleton, N. H., following a heart attack. A veteran shoe factory foreman in Littleton for many years, he was more recently an employee of Saranac Glove Co. in the town where he had lived for the past 55 years. Surviving are his wife, several nieces and nephews.

**Dr. Richard Patch . . . 66, leather executive,** died Nov. 13 at Hot Springs, Ark., after a short illness. He was vice president in charge of operations and board member of E. F. Houghton & Co., Philadelphia producer of industrial leathers and oils. He was also executive vice president of E. F. Houghton & Co. of Canada, Ltd., and treasurer of Houghton Vix-Syn Co. of Hopkins, Minn. A graduate of Harvard College, class of 1910, he received his Ph.D. there in 1914. He was a fellow of the Royal Geographical Society, member of the Sons of the American Revolution, the American Institute of Chemists, and the American Chemical Society. Surviving are his wife, Elizabeth; two daughters, Mrs. James Mitchell, 3rd, and Mrs. G. Hunt Weber, Jr.; and a brother, James A. Patch.

(Other Deaths on Page 74)



## CLASSIFIED ADVERTISING

### Wanted and For Sale

#### Suftko Tool & Die Co.

Mfr. patented glove turners. Fine Clicker Cutting dies. Carnauba blend liquid wax for shoe forms. Prime dressing oil for cutting blocks. Discarded broken dies repaired like new. Try us for fine service.

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Chicago 24, Ill.

#### Bargains

Leather Remnants, and plenty of it. Sorted to specifications. Textiles of all kinds in full piece, remnants and block cuts. Bargains. Only Bargains. 7 Floors of Bargains.

CENTRAL MERCANTILE CO.,  
742 W. Taylor St.,  
Chicago 7, Ill.

#### Blue Splits

SHAVED AND LEVELED to your specifications. Any weight and quality to your requirements.

Address M-1,  
c/o Leather and Shoes  
300 W. Adams St.,  
Chicago 6, Ill.

#### English Tannery

FIRST CLASS, well-equipped English tannery interested in producing soft side leathers for shoe purposes under license and royalty basis with reliable American tanner. Address Box Y-3, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

#### Chamois Leather

Full oil tanned, light weight skins, for the Automobile and Store trade. Low prices, prompt delivery.

Woodacre Chamois Co., Ltd.,  
Darwen, Lancs., England.

#### Blue Splits Wanted

BLUE SPLITS WANTED. Car or truckload quantities. Untrimmed or trimmed. Also Blue Shoulder Splits, etc. Steady user.

Address M-3,  
c/o Leather And Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Woven Leather Stripping

LARGE MANUFACTURER of circular cut continuous length kidskin stripping 3/32", offering same for use in manufacture of woven leather. Can furnish any pastel color at extremely low prices in tremendous quantities for manufacturing use. CONNECTICUT LEATHER COMPANY, 75 Windsor St., Hartford, Conn.

#### Imported Fishskins

25,000 tanned fishskins, beige, green blue, size approx. 8 inch wide 24 inch long. Suitable for wallets, novelties, etc. Price 5c per piece.

Address Y-7, c/o Leather And Shoes,  
20 Vesey St., New York 7, N. Y.

### Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.  
300 W. Adams St. Chicago 6

### Wanted to Buy

10,000 ft. workshop splits every week. Large shoe manufacturer seeking permanent source for 4-4½ oz. retan smooth finished workshop splits.

Write Box Y-6, Leather And Shoes, 10 High St., Boston, Mass.

### Help Wanted

#### Pattern Man

Must have sound technical experience. Be able to cut models, follow through to purchasing dies. Creative styling ability an asset but not required. Factory located in Pennsylvania, manufacturing children's cement process high style shoes. Opportunity for presently employed assistant to prove himself capable of handling a bigger job. State full particulars and experience in first letter to box

Y-8, c/o Leather And Shoes,  
10 High St., Boston, Mass.

#### Splitter

FULLY EXPERIENCED in all phases of splitting. Capable of taking full charge of department and upkeep of machines. Will travel.

Address M-11,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

### Wanted

OLD ESTABLISHED manufacturer of Pigment Finishes requires the services of an expert in pigment finishing shoe & upper leathers. Must be experienced in making tannery demonstrations and be willing to travel. All replies confidential. State age, experience and starting salary. Address M-10, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Use

### L & S

### Classified Ads

### For Quick Results

### Situations Wanted

#### Superintendent Chief Chrome Tanner

20 YEARS' EXPERIENCE, and active member of the A.L.C.A. Expert in side leather and play shoe production. Open for position.

Address M-7,  
c/o Leather and Shoes  
300 W. Adams St.,  
Chicago 6, Ill.

#### Secretary

Position wanted by secretary, female, with 12 years secretarial and general office experience in leather industry. Prefer Salem-Pabody area. Apply Box Y-5, Leather and Shoes, 10 High St., Boston 10, Mass.

### Situation Wanted

SPLITTER-SUPERVISOR wishes to make change. THOROUGHLY EXPERIENCED IN LIME, CHROME AND VEGETABLE. Whole hide or side machines.

RELIABLE. Best of references furnished. Will travel. PRINCIPALS ONLY.

Address M-12,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

# SAVE TIME

cementing

Innersoles  
Sock Linings  
Heel Pads  
Boxtoes



You will save 35% cementing time. Schaefer Cementers completely and uniformly latex die-cut pieces of leather, cloth, faille, leatherette, fibre and paper.

ASK FOR 10 DAY FREE TRIAL OFFER

SCHAEFER MACHINE COMPANY, INC.

69 Carbon Street, Bridgeport, Connecticut

Tel.: Bridgeport 68-2250; New York City  
LExington 2-2010; BostOn ARlington 5-8096

AGENTS IN PRINCIPAL CITIES

## DEATHS . . . (cont. from p. 72)

**Fred E. Seaquist . . . 59, shoe executive**, died suddenly Nov. 11 at his home in Norwell, Mass., following a short illness. A native of Brockton, he was stitching room foreman at the Commonwealth Shoe and Leather Co. in Whitman, Mass., and had worked in various shoe factories around the area for many years. A veteran of World War I, he was active in religious and fraternal affairs. Surviving are his wife, Clara; two daughters, Mrs. May Brewster and Miss Alice; a son, Fred, Jr.; two brothers and three sisters.

**Louis S. Suess . . . 78, retired leather executive**, died Nov. 6 at his home in Wauwatosa, near Milwaukee, after a long illness. He was formerly president of Western Rawhide & Belting Co. in Milwaukee and headed the firm for 37 years prior to his retirement a year ago. He had been associated with Western Rawhide since its founding 60 years ago and became its president in 1916. He was an active Mason and a member of the Milwaukee Rotary Club. Surviving are his wife, Evangeline; a daughter, Mrs. Marion L. Maklary, two sisters and two brothers.

## Coming Events

Nov. 28-Dec. 2, 1954—Popular Price Shoe Show of America, Inc., for Spring and Summer 1955. Sponsored jointly by New England Shoe and Leather Association and National Association of Shoe Chain Stores. Hotels New Yorker and McAlpin, New York City.

Jan. 15, 1955—Annual Banquet of New England Shoe Superintendents' & Foremen's Association. Hotel Statler, Boston.

Jan. 16-19, 1955—41st Annual Mid-Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Retailers Association. The Benjamin Franklin, Philadelphia, Pa.

Feb. 19-22, 1955—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherland Plaza Hotel, Cincinnati, O.

Feb. 27-March 2, 1955—Allied Shoe Products and Style Exhibit for Fall and Winter 1955. Hotel Belmont Plaza, New York City.

March 1-2, 1955—Official showing of American Leathers for Fall and Winter 1955, sponsored by Tanners' Council of America, Waldorf-Astoria Hotel, New York City.

April 24-27, 1955—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association. Leading St. Louis hotels.

May 9-11, 1955—Spring Meeting of Tanners' Council of America, Inc. Bermuda.

May 22-25, 1955—Annual Convention, American Leather Chemists Association, New Ocean House, Swampscott, Mass.

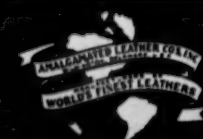
June 13-14, 1955—Annual Spring Meeting of National Hide Association, French Lick Springs, French Lick, Ind.

Aug. 28-31, 1955—Allied Shoe Products and Style Exhibit for Spring and Summer 1956. Hotel Belmont Plaza, New York City.

August 30-31, 1955—Official showing of American Leathers for Spring and Summer 1956, sponsored by Tanners' Council of America, Waldorf-Astoria Hotel, New York City.

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# CHARMOOZ

## THE PERFECT SUEDE LEATHER

BLACK AND COLORS

### AMALGAMATED LEATHER CO'S, INC.

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DELAWARE

**FOR SOLID COMFORT!**



*Take it easy*

**in LEATHER**

*by Rueping*

Men who appreciate year 'round comfort in footwear...the kind of solid comfort that you get only in all-leather shoes...prefer these Regal hand-sewn blucher moccasins. They're hand-somely fashioned of Rueping's TOMAHAWK...a quality leather that is lustrous in finish, plump in texture, and sturdy in character...the ideal leather for men's fine footwear!



**SHOES:** By Regal Shoe Co., Whitman, Mass. Style 4654—and Style 1354 Black

**LEATHER:** Rueping's TOMAHAWK Color No. 4 and Black



**RUEPING**

*fine leather for fine shoes*

1854 — Our 100<sup>th</sup> Anniversary — 1954

FRED RUEPING LEATHER CO., FOND DU LAC, WISCONSIN, U.S.A

November 20, 1954

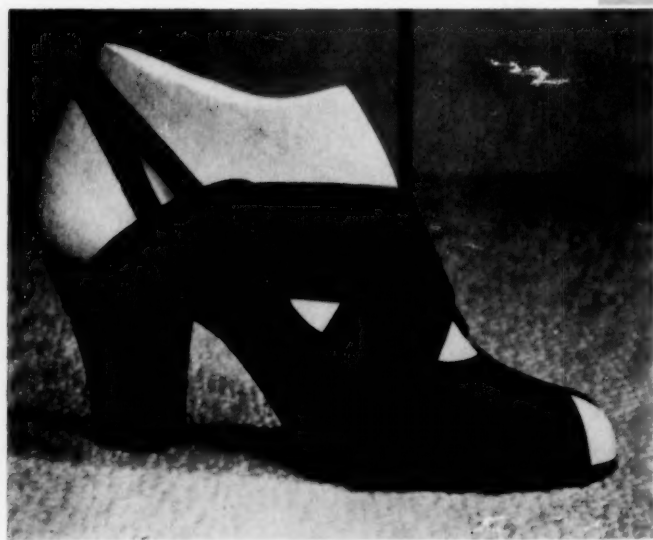
LEATHER and SHOES

75

# TaylorPleat

## SHUGOR®

SIMULATES PLEATED  
ELASTICIZED FABRICS



The smart tailored effect of pleating . . . the comfort and fit of SHUGOR . . . and limitless new style possibilities . . . are combined in the new elasticized pleat-simulating TaylorPleat SHUGOR. It has a rich appearance, smooth texture, and uniform pleats, that will highlight many smart numbers of fine footwear. TaylorPleat SHUGOR maintains the same range of flexibility as regular SHUGOR, and is available in continuous lengths.

For samples and  
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